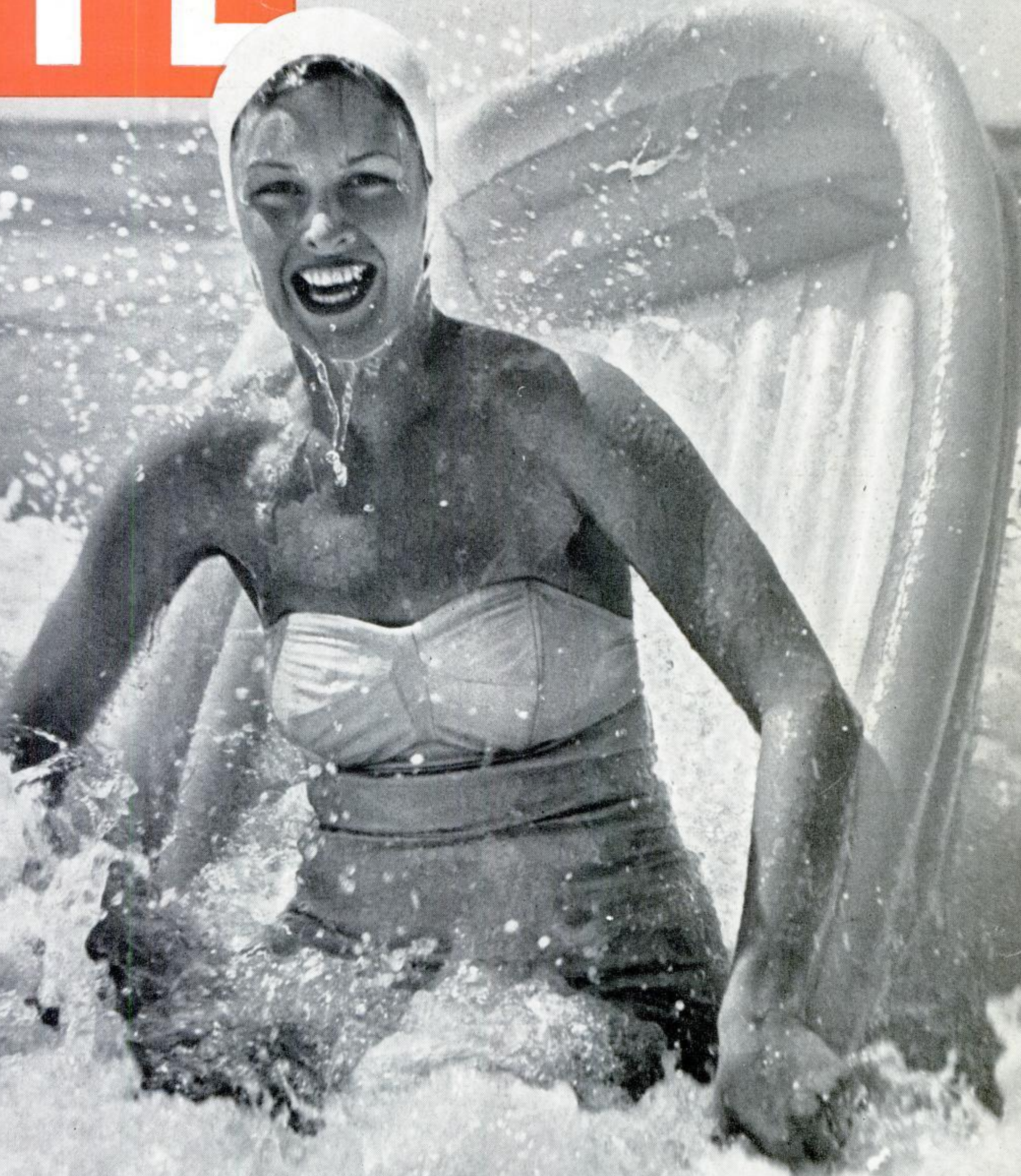


# LIFE



PLASTIC  
BEACH BOAT

JULY 25, 1949 **20** CENTS  
YEARLY SUBSCRIPTION \$6.00

REG. U. S. PAT. OFF.

Copyrighted material



*The best buy  
with  
the years ahead  
in mind!*

**W**HEN YOU decide to buy a new refrigerator, it's most important to keep in mind the years and years you're going to use it.

If you compare different makes of refrigerators in this light, you're almost certain to decide on a General Electric . . . for two reasons:

**1. General Electric dependability** has never been surpassed . . . by any refrigerator, of any make, at any price.

**2. General Electric features**—such as the ones shown below—are designed, first, last, and foremost, to give you usable, practical advantages in everyday service. Not one of them is just a “showroom feature.”

More than 2,000,000 General Electric Refrigerators have been in use ten years or longer—an unexcelled record for dependable, efficient performance!

The chief reason, of course, is the famous General Electric sealed-in refrigerating system. Airtight and oiltight, this dependable system has never been surpassed for efficient, economical operation . . . year in, year out.

Buy your General Electric Refrigerator now . . . with the years ahead in mind. General Electric Company, Bridgeport 2, Conn.

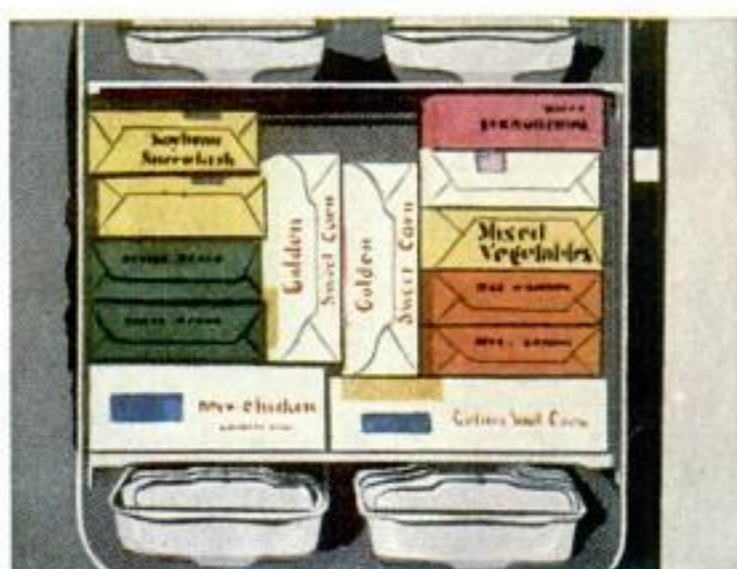


## The new 1949 General Electric Space Maker Refrigerator

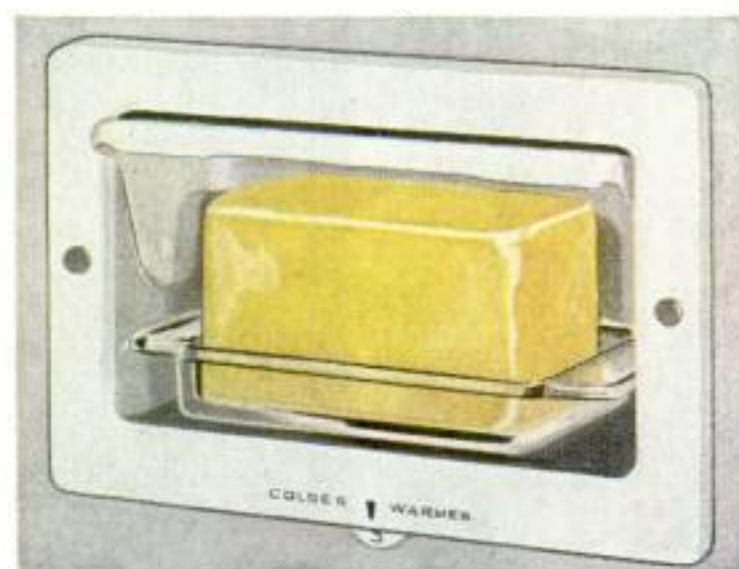
**These features will delight you . . . every day for years!**



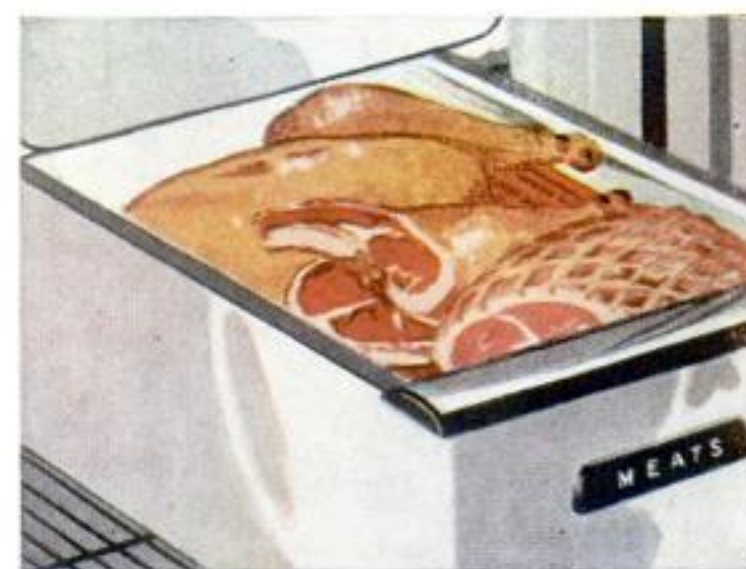
**Holds more food!** Gives you one-third more refrigerated food storage in the same floor space occupied by older models.



**Ample frozen-food compartment!** Holds 24 packages of frozen foods, plus four ice trays (20 cubes each).



**Butter conditioner in door!** Keeps butter at just the right temperature for easy, wasteless spreading.



**Big meat drawer!** Full 6 inches deep, will hold a standing roast. Keeps all meats in best condition.

**More than 2 million G-E Refrigerators  
in use ten years or longer!**

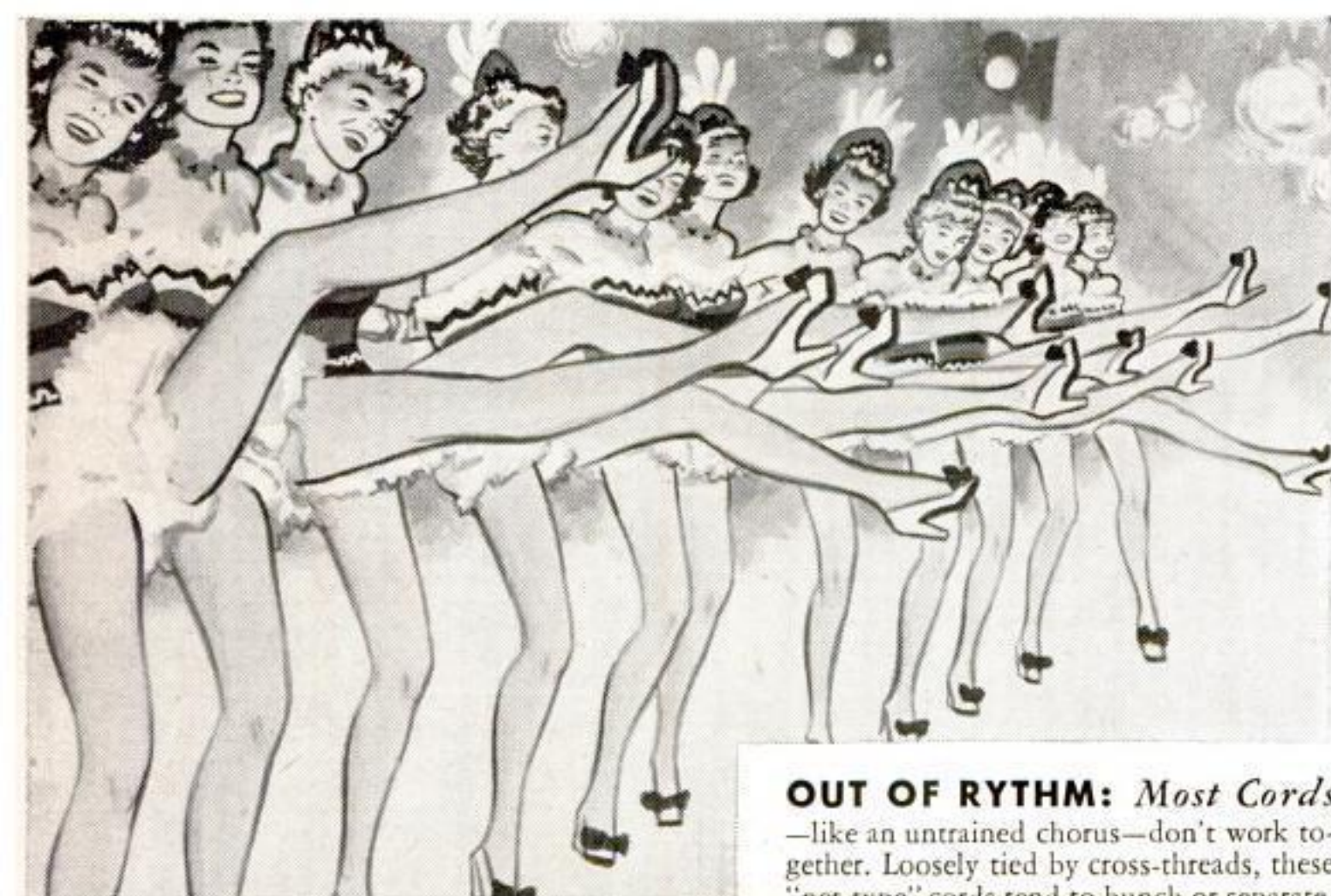
**GENERAL**  **ELECTRIC**



# New B.F. Goodrich

## "Rythm Ride"

**GIVES YOU GREATER COMFORT, SAFETY, MILEAGE**



**OUT OF RYTHM: Most Cords**  
—like an untrained chorus—don't work together. Loosely tied by cross-threads, these "net-type" cords tend to bunch or separate. Some work too hard, others are "slackers". Result: Tire doesn't run as smoothly. Weak spots invite blowouts. Overstrained cords wear out too soon.



**IN RYTHM: BFG Cords**  
work together like precision dancers! Each cord is perfectly placed under precise tension and sealed in rubber. No cross-threads to shackle their action. Result: Greater cushioning effect for a smoother ride. Greater strength for more safety. Greater uniformity for slower, more even wear.



### "RYTHMIC FLEXING CORDS" MAKE THE DIFFERENCE

A tire body is built of thousands of cords that flex as you ride. If they don't work together you lose comfort, safety, miles—and in most tires they don't!

In most tires, cords are loosely held together by cross-threads. They bunch or gap. Some are too tight, others too loose. With cords "out-of-step", the tire doesn't run as smoothly. Overstrained cords wear out too soon. Spots where cord and thread meet ask for trouble.

Now a great advance in cord construction brings you the new B. F. Goodrich Silvertown with "Rythm Ride"—with more of *all 3* things you want in a tire . . . comfort, safety, miles!

**GREATER COMFORT** Shackling cross-threads are eliminated. Cords are perfectly spaced, under uniform tension, and sealed

in live rubber. As a result, *all cords in a BFG Silvertown work in perfect unison!* As you ride, the cords flex *in rythm* to absorb each bump. There's more cushioning effect. *You get a smoother ride.*

**EXTRA SAFETY** You get extra safety because every cord carries its share of the load. Less chance of blowouts. No "slacker" cords to weaken the tire body. *You get extra miles.*

**LONGER MILEAGE** Visit your B. F. Goodrich dealer and see this great difference in tires. Get the B. F. Goodrich "Rythm Ride". Get more comfort, safety—*miles!* Extra miles from the stronger cord body. Extra miles from the tread that now contains the new longer-mileage cold rubber—pioneered by B. F. Goodrich in 1941.



This One



JJU7-J3L-6LPQ

Only B. F. Goodrich gives you "rythmic-flexing cords" in every tire for every purpose



# NOW AT LENGTH QUALITY

IN A LONG CIGARETTE

Basil Rathbone  
says:

May I tell you  
why you'll like  
smoking the  
NEW Fatima?



BR

The name Fatima has stood for  
the Best in Cigarette Quality for 30 Years.

And now, I say  
the new Fatima is the best of long cigarettes.

It's the long cigarette that  
I know you'll enjoy as much as I do.

It's MY cigarette.

Basil Rathbone



FIRST QUALITY FOR 30 YEARS!

Copyright 1949, LIGGETT & MYERS TOBACCO CO

## LETTERS TO THE EDITORS

### PAT'S MOTHER

Sirs:

If Pat Paulo's mother suits her bathing suit as well as her bathing suit suits her daughter (LIFE, July 4), I'd like to see her in it. As it is, it suits us fine.

H. Y. HUNT JR.

Louisville, Ky.



SAME SUIT, WITH OWNER

### EAGLES, DUCKS, HENS

Sirs:

Before any other falconers get to you, I'd like to make a correction in the article on Aguila, my bald eagle (LIFE, July 4). If Aguila put in 160 stoops to the lure in one day, she'd look like the serviceman's ruptured duck. She gets in about 10 stoops (dives) and then soars around for the rest of her exercise period.

I got Aguila in 1939 before the federal law protecting our national emblem was passed. Before that the American eagle was considered vermin and in most states could be shot in any place, any time. The man from whom I got Aguila found the bird after a sleet storm—her wings so covered with ice that she couldn't fly. He nursed her back to health and turned her loose, but by then Aguila had lost all fear of humans and stayed around the town robbing hen roosts. He had to trap her to keep the bird from being shot. During the war I joined the Navy and had to put Aguila in a zoo. She nearly killed herself beating against the bars, and my wife Jule had to get her out again.

DANIEL P. MANNIX

Keams Canyon, Ariz.

Sirs:

Your tame American eagle story and pictures brought to my mind the following evaluation of this bird. I do not recall the source of this article.

The American eagle is a bird of prey, a bloodthirsty, unsociable old buzzard. He contributes nothing to the table. His song is a wild insane scream. He is 100% worthless except to sit on the top of a flagstaff.

On the other hand the hen is a most inoffensive, contented, peace-loving bird—an excellent example of perfect domesticity. She goes to bed early, gets up with the sun, labors all day and sings happily at her work. She is a constant contributor of eggs to the family table, and when finally her earthly task is done she furnishes us with just about the most appetizing dinner there is.

All honor to the American hen. She, instead of the eagle, should be our national bird.

HARRY C. MCKOWN

Gilson, Ill.

CONTINUED ON PAGE 4



You knew meat was good  
but did you know it was  
**THIS GOOD?**

## MEAT

as a source of protein, B vitamins and iron

All ratings based on cooked values

KIND OF MEAT	COMPLETE PROTEIN	THIAMINE (B <sub>1</sub> )	RIBOFLAVIN (B <sub>2</sub> )	NICOTINIC ACID	FOOD IRON
PORK	E	E	F	E	E
BEEF	E	F	E	E	E
LAMB	E	F	G	E	E
VEAL	E	G	G	E	E
VARIETY MEATS (LIVER, HEART, KIDNEY)	E	E	E	E	E
SAUSAGE (PORK, BEEF, LAMB)	E	G	G	G	E

E=EXCELLENT G=GOOD F=FAIR

All meats also contain the minerals copper and phosphorus in significant quantities



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

ENJOY  
**T-N-T**  
POPCORN  
all summer long

**You Can Get  
Quick Relief From  
Tired Eyes**

MAKE THIS SIMPLE TEST TODAY



**EYES TIRED?** You can soothe and refresh them in seconds with two drops of safe, gentle Murine in each eye. You get—



**QUICK RELIEF.** Instantly your eyes feel refreshed. Murine's scientific blend of seven ingredients cleanses and soothes eyes tired from overwork or exposure to sun, wind and dust.

**MURINE**  
FOR YOUR EYES



Copyrighted material



HERE  
IS THE

# Most Generous Offer

In DETECTIVE BOOK CLUB History

# FREE!

AS A NEW MEMBER

# ALL 6

OF THESE BEST-SELLING MYSTERY THRILLERS  
*In 3 Double Volumes!*

**FREE!**... SIX gripping mystery thrillers—by three of the greatest mystery writers in the world! Yes, you get **ALL SIX** of these spell-binding stories **FREE**, in 3 double volumes.

Your gift package contains **TWO** action-packed "Clues" by **ERLE**

**STANLEY GARDNER**—TWO bafflers by the great **AGATHA CHRISTIE**—and **TWO** of **REX STOUT**'S immortal "Nero Wolfe" chillers! **NOW** you can get these six mysteries **FREE**—as a new-membership gift from the Detective Book Club!

*You Get TWO* EXCITING CLUES BY  
**ERLE STANLEY GARDNER**

## 1 THE CLUE OF THE RUNAWAY BLONDE

The body of a girl is found in a field—an ugly knife wound gaping from the back! Yet, there are no footprints leading to or from the body! The *Rockville Gazette* and the D.A. are "gunning for" Sheriff Bill Eldon. But Bill floors the D.A., the town tabloid, and the killer!

## 2 THE CLUE OF THE HUNGRY HORSE

When a girl is found dead with a horseshoe print on her forehead—everybody agrees it's an accident—except Bill Eldon. For the wound is wider than the mare's shoe!

Then Bill astounds the courtroom by plucking the killer out of an unsuspected corner!

*You Get TWO* THRILLERS BY  
**AGATHA CHRISTIE**

AGATHA CHRISTIE

## 3 THE WITNESS FOR THE PROSECUTION

The Law says you killed the old lady. The evidence is damning. But you're not worried. Your wife will swear you were home when the crime was committed! But on the stand she denies your story—and practically sends you to the electric chair!

## 4 THREE BLIND MICE

It wasn't so much the farmer's wife they were running after. Who was running after THEM? And when they start scurrying for old Monkswell Manor—you have a ratrace between mice and murder!

A real thriller—for when better mysteries are built, Miss Christie builds them!

*You Get TWO* "NERO WOLFE" HITS BY  
**REX STOUT**

REX STOUT

## 5 NOT QUITE DEAD ENOUGH

Normally, any murder would intrigue Nero Wolfe. But to trick Nero into taking over, his helper, Archie, plants his own fingerprints at the scene of the crime. So Nero must solve it—to save Archie from the electric chair!

## 6 BOOBY TRAP

Sinister forces try to steal vital Army secrets. A colonel is blown to bits by a BOOBY TRAP! So Nero Wolfe devises a booby trap for the booby trapper!

But suppose the culprit is no booby at all (but a smart operator?) What then? ... YOU'LL find out—and the climax will stimulate goose-pimples!

*It's True!* ALL SIX MYSTERIES FREE—in 3 Double Volumes!

WHY DOES THE DETECTIVE BOOK CLUB MAKE THIS GENEROUS OFFER?

THE six top-flight mystery tales described above are by three great mystery "aces"—ERLE STANLEY GARDNER, AGATHA CHRISTIE, and REX STOUT. Their books normally sell for \$2.00 to \$2.50 each. But these 3 double volumes come to you **FREE**, as a new member of the Detective Book Club!

### How You Can Get the Best NEW Mysteries

Here is action, danger, daring—stories that keep you in suspense from the word *go*. Murderous plotters and diabolical criminals for you to trap with the authors—or ahead of them, if you can! Good stories? Good authors? They just don't come any better! And all SIX are yours **FREE**—as a membership gift. We make this astounding offer to introduce you to the many advantages of belonging to the Club.

About 300 new detective books are published every year. You can't read them all. It's hard to find the best. But a mystery by Erle Stanley Gardner, Agatha Christie, Rex Stout, or John Dickson Carr is sure to be good. ALL OF THESE, and many other famous writers have had their books selected by the Club. Many are members themselves.

Club selections are ALL newly published books. As a member, you get THREE of them in one handsome volume (a \$6 to \$7.50 value) for only \$2.89! You do not have to take a volume every month to maintain your Club standing; you

may accept as few as four during the full year and still save over half the usual price.

### You Enjoy These Four Advantages

(1) Every month you are offered the cream of the finest brand-new detective books—by the best authors. (2) You save over one-half the usual cost. (3) Your books are fresh, clean, unopened—delivered right to your door. (4) They are so well printed and bound, that they grow into an attractive lifetime library of detective masterpieces you'll be proud to own.

### Mail Coupon For Your 3 Free Books

Accept **FREE** the six mysteries, bound in 3 double volumes, described on this page. Remember: You are not obligated to take every month's regular THREE-in-one selection. A description of the next month's selections will be sent to you with each month's triple-volume, and you may reject in advance any volume not wanted. You may cancel membership whenever you wish; to maintain your Club standing, you may take as few as four triple-volumes each year you are a member.

**SEND NO MONEY!** Simply mail coupon promptly and receive, as a membership gift, the three double volumes described above—and receive, in addition, the current triple-volume containing three other complete new detective books!

Address the coupon NOW to:

**DETECTIVE BOOK CLUB**  
ONE PARK AVENUE, NEW YORK 16, N. Y.

### FREE—SIX Mystery Thrillers! <sup>21</sup>

Walter J. Black, President

**DETECTIVE BOOK CLUB**

One Park Avenue, New York 16, N. Y.

Please enroll me as a member and send me, **FREE**, in 3 double volumes, the SIX exciting mysteries described on this page. In addition, send me the current triple-volume, which contains three complete new detective books.

I am not obligated to take every monthly triple-volume, and may cancel whenever I wish. I may maintain Club standing by taking as few as four selections during each year of my membership.

I will receive an advance description of all forthcoming selections and may reject in advance any volume I do not wish to own. I need send no money now, but for each volume I do accept I will send only \$2.89, plus few cents mailing charges, as complete payment, within one week after I receive it. (Books shipped in U.S.A. only.)

Mr. \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_

PLEASE PRINT PLAINLY

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



Guard hair and scalp from  
**Summer Sun!**



Summer's tough on your hair and scalp. Sun and water gang up to leave hair dry, brittle... scalp parched, flaky. That's why you need the extra protection of Vitalis and the "60-Second Workout!" 50 seconds' tingling massage with Vitalis (1) stimulates and refreshes scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair.

Have handsomer  
hair for  
**Summer Fun!**



Now look what 10 seconds' combing does for your hair! Neat... set to stay in its handsome place... its good looks protected from sun and water damage. No "patent-leather" shine—Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil. Get Vitalis at any drug counter. Get your hair and scalp conditioned for summer!

use the

**Vitalis**

**"60-Second Workout"**

• Many skin specialists prescribe two of Vitalis' ingredients for dry, flaky scalp. The Vitalis workout stimulates scalp, prevents dryness.



Product of Bristol-Myers

**P. S.** Your barber knows how to protect hair and scalp from the damaging effects of sun and water. Ask him about Vitalis and the individual, sanitary Sealtube application. *Vitalis and Sealtube are Bristol-Myers trade marks*

## LETTERS TO THE EDITORS

—CONTINUED—

### FENCE-CLIMBING DOGS CONTINUED

Sirs:

May I put in one last word about fence-climbing dogs (LIFE, June 13)? In Texas we build stiles so the poor things never have to climb the fences.

MRS. ORLAN SHIFFLETT

Krum, Tex.



TEXAS STYLE

### ORWELL'S 1984

Sirs:

I hope nobody will be scared by Orwell's prediction for 1984 (LIFE, July 4). Every decade since 1880 terrible forecasts of evil and national disaster have been made, but every decade has shown an improvement and advancement in real freedom and in every other respect... The world has never gone backward.

A. D. CRANE

Kingsport, Tenn.

• Some of the greatest historians would disagree. Toynbee, for example, records the collapse of 16 civilizations.—ED.

Sirs:

Your description of George Orwell ("who fought in the Spanish civil war, saw firsthand what the Communists were up to and has since devoted all his talents to warning the world of the fate which awaits it if it confuses liberalism with regimentation") is liable to misunderstanding. Orwell fought on the Republican side in Spain. He was outraged by the behavior of Communists whose attacks on the non-Communist majority of Republicans played such a large part in delivering Spain to fascist tyranny. But Orwell hated Franco fully as much as he did the Communists.

The essence of Orwell's position is a warning against totalitarianism—not, as your editorial writer puts it, just against "left-wing" totalitarianism. Your description would have been much more accurate if you had written of Orwell: "who fought in the Spanish civil war, saw firsthand what the fascists and the Communists were up to and has since devoted all his talents to warning the world of the fate which awaits it if it confuses conservatism or liberalism with regimentation."

ARTHUR SCHLESINGER JR.

Franklin, N. H.

• In a recent letter Orwell wrote: "My novel *Nineteen Eighty-four* is not intended as an attack on socialism, or on the British Labor party, but as a show-up of the perversions to which a centralized economy is liable, and which have already been partly realized in Communism and

## Fast HELP for HEADACHE



**BROMO-SELTZER**  
FIGHTS HEADACHE  
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



YOU CAN  
**Save \$10 Now!**  
ON LANE'S  
**August Specials!**



No. 2360—Big 48"  
Walnut Waterfall Chest.  
Other Specials in Mahogany, Two-Tone  
Modern, and Lined Oak. During August  
only, \$47.95

**LANE**

**Cedar Hope Chest**

REGULAR \$57.95 Values **\$47.95**  
While They Last, Only **\$47.95** Each

- The most romantic gift of all
- Practical: Guaranteed Moth Protection
- All equipped with LANE'S removable tray

At all fine furniture  
and department stores

THE LANE COMPANY, Inc., Altavista, Va.

Write Attention Dept. L7 for information, if desired.

CONTINUED ON PAGE 6





**RENT A NEW CAR FROM**

**HERTZ**

**and Drive it yourself**

Wherever you are—  
at Home or Away



**YES**, whether for business or pleasure, at home or away, it's so easy, so convenient—and it means such a saving of time and energy as well as so much more fun, to rent a new car from Hertz and drive it yourself. You can enjoy Hertz service in more than 400 cities throughout the United States, Hawaii, Cuba, Puerto Rico and Canada, including most principal resort areas.

For full information call your local Hertz station listed under "H"—"Hertz Drive-Yourself"—in your telephone directory. For complete information and an up-to-the-minute directory of all Hertz stations, write Hertz Drive-Yourself System, Inc., Dept. 279, 218 South Wabash Avenue, Chicago 4, Illinois.

*You can Rent a new Car from **HERTZ***  
*as easy as **A B C***

*Check these advantages you'll enjoy*

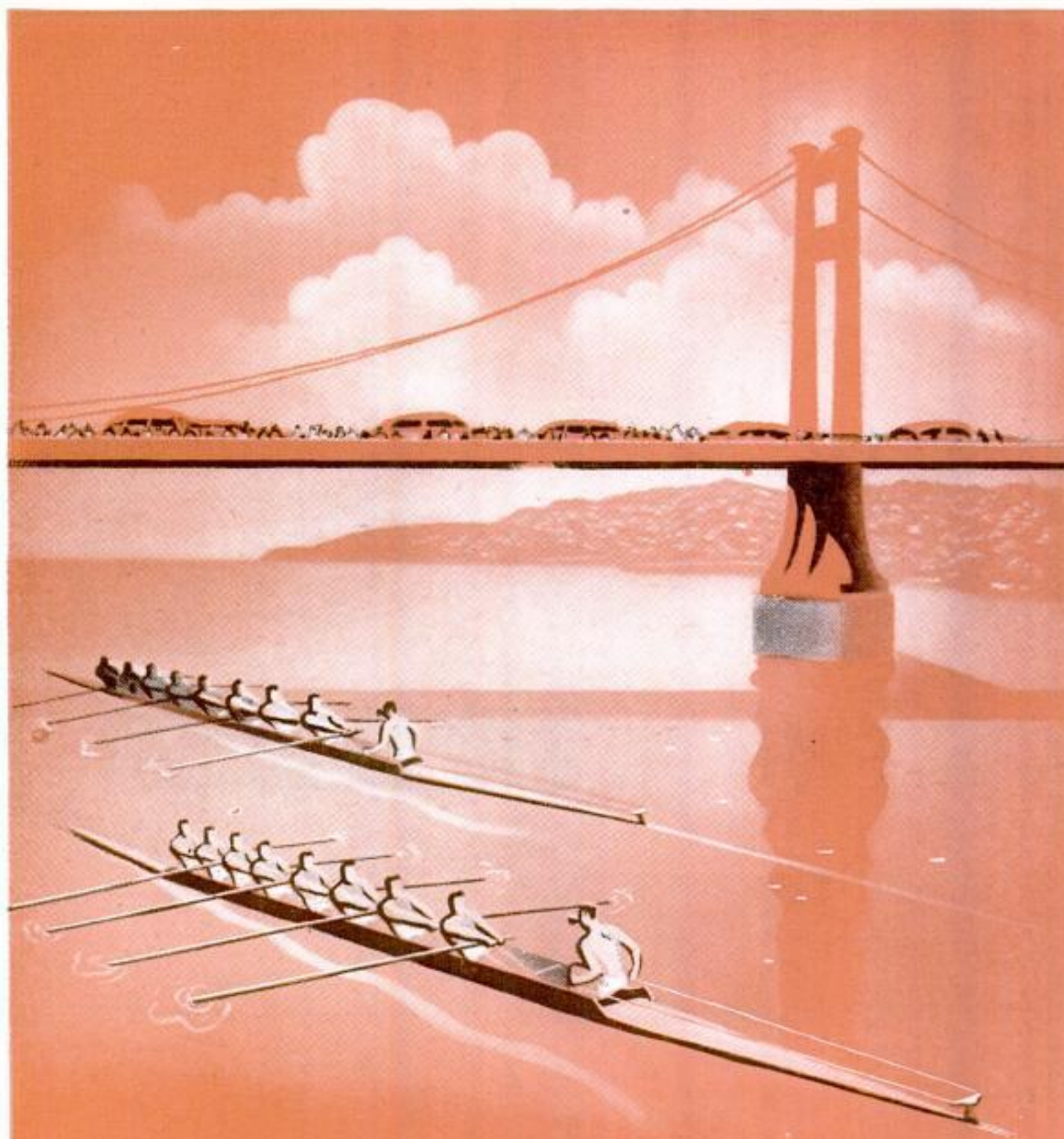
- ✓ **CONVENIENT WHEREVER YOU ARE...** You can enjoy Hertz Drive-Yourself service—reliable, uniform, courteous—at home or in any of more than 400 cities throughout the United States, Hawaii, Cuba, Puerto Rico and Canada. Hertz is the only nation-wide and international system—largest in the world—over 25 years' experience.
- ✓ **PRIVATE CAR PLEASURE...** You drive a new Chevrolet or other fine car in splendid condition, properly insured, and as private as your own. Fleets have been increased over 50 per cent.
- ✓ **EASY AS A. B. C. . . .** (A) Go to a Hertz station. (B) Show your driver's license and identify yourself. (C) Step into the car and go!
- ✓ **RESERVATIONS...** You can reserve a car for use at home, or if traveling, before you leave home at your local Hertz station or railroad or air line ticket counters and at travel agencies. It will be ready for you on arrival.
- ✓ **HERTZ NATIONAL COURTESY CARDS...** As a responsible Hertz patron you are entitled to the famous Hertz National Courtesy Card. Your Courtesy Card identifies you and is honored by all Hertz stations everywhere.
- ✓ **REASONABLE RATES...** Rates are reasonable, and several can drive for the same cost as one. And you can rent a new car from Hertz for an hour, day or a week, or for as long as you like. (See example below.)
- ✓ **A TYPICAL RATE EXAMPLE...** In Chicago, Ill., 9 W. Kinzie St., a car taken out for a complete week—driven 200 miles—costs only \$44.00, including gas, oil and insurance, regardless of how many ride. Additional mileage, 7c per mile.

**TRUCKS...** Hertz is also the world's largest truck leasing and rental organization. Trucks are available at most Hertz stations for occasional rental or on long-term lease. Call your local Hertz station for full information and complete details.



**NOTE:** To serve more cities and towns, licenses are being granted to responsible local interests to operate as part of the Hertz system. For complete information write Hertz Drive-Yourself System, Inc., Dept. 279, 218 South Wabash Avenue, Chicago 4, Illinois.





SMOOTH PERFORMANCE!

VEEDOL

Keeps Motors Cleaner  
for Smoother Performance

The World's Most Famous Motor Oil  
Improves Performance  
Three Ways

1. Keeps your motor cleaner . . . smoother-running
2. Protects against bearing corrosion
3. Gives your motor the famed "Film of Protection"



100%  
PENNSYLVANIA



TIDE WATER  
ASSOCIATED  
OIL COMPANY

New York Tulsa San Francisco

## LETTERS TO THE EDITORS

CONTINUED

fascism. I do not believe that the kind of society I describe necessarily *will* arrive, but I believe (allowing of course for the fact that the book is a satire) that something resembling it *could* arrive. I believe also that totalitarian ideas have taken root in the minds of intellectuals everywhere, and I have tried to draw these ideas out to their logical consequences. The scene of the book is laid in Britain in order to emphasize that the English-speaking races are not innately better than anyone else and that totalitarianism, if not fought against, could triumph anywhere."—ED.

### HMMPH AND NONNY

Sirs:

Fred Allen has some nerve mocking some of the finest entertainers in America today (LIFE, July 4) . . . Fred Allen hmph!

JOHN J. SMITH

Bethesda, Md.

Sirs:

Oh, hey and a nonny for Mr. Allen! I have been hating television for years, and now he comes along and makes it fashionable.

ALICE HARTMAN

Hollywood, Calif.

### OPENING OF THE WEST

Sirs:

The dead animal shown on the first page of "The Opening of the West" (LIFE, July 4) is not an antelope. It is intended for an elk.



ANTELOPE AMERICAN ELK



PRONGHORN MOOSE

Oddly enough, both "antelope" and "elk" are misnomers. The animal called antelope in our West is a scientific stray, very distantly related to the true antelope, and should be called the pronghorn. Our elk was incorrectly named for the European elk, which is really our moose.

EDISON MARSHALL

Augusta, Ga.

Sirs:

Your issue of July 4 shows the golden spike being driven when the tracks of the Union Pacific and the Central Pacific were joined. . . .

Was it actually driven all the way, and if so, how long was it left there?

S. C. HENRY

Atlanta, Ga.

● The spike was driven only part way and was removed after the ceremony. It is now in a vault in the Wells Fargo Bank and Union Trust Company in San Francisco, Calif.—ED.

CONTINUED ON PAGE 8

## PREVENT DIAPER RASH

with the new  
miracle antiseptic—

THANIUM\*

contained only in

PLAYTEX®

Baby Oil, Powder, Cream

MIRACLE THANIUM kills the saprophytic bacteria which cause diaper rash. Hospital tests on thousands of babies prove *never* a case of diaper rash with PLAYTEX Baby Oil, Powder and Cream. And, where diaper rash had already appeared, it was immediately cleared up by switching to PLAYTEX.

PLAYTEX Baby Oil contains 6 times more soothing lanolin than any other baby oil.

PLAYTEX Baby Powder is deodorant, absorbent—superfine.

PLAYTEX Baby Cream has a balm-oil base, gives all-night protection.

**YOUR MONEY BACK** if your baby ever develops diaper rash while using PLAYTEX Baby Oil, Powder and Cream exclusively.



PLAYTEX Baby Oil . . . 79¢  
PLAYTEX Baby Powder . . . 49¢  
PLAYTEX Baby Cream . . . 79¢  
(Plus Federal Tax)



All three in the handy Nursery Pak \$2.49  
At drug, department and specialty stores

**FREE!** No obligation!  
Nothing to buy!

Box 107  
International Latex Corp'n.  
Playtex Park, Dover, Del.

Send me absolutely free, without any obligation, the scientific booklet, "How To Control Diaper Rash," plus valuable set of 3 Latex jar and bottle covers. Sanitary, boilable, stretch to fit any size opening.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

2 FREE Offer for Limited Time Only! Act Now!

\*Trade Mark

INTERNATIONAL LATEX CORP'N.

Playtex Park, Dover, Del.

© 1949



Whatever it is  
that French women  
have ...  
Madame  
Bovary  
had more  
of it!



M-G-M presents  
**JENNIFER JONES**  
**VAN HEFLIN**  
**LOUIS JOURDAN**

# Madame Bovary

with **CHRISTOPHER KENT** • **GENE LOCKHART** • **FRANK ALLENBY** • **GLADYS COOPER**

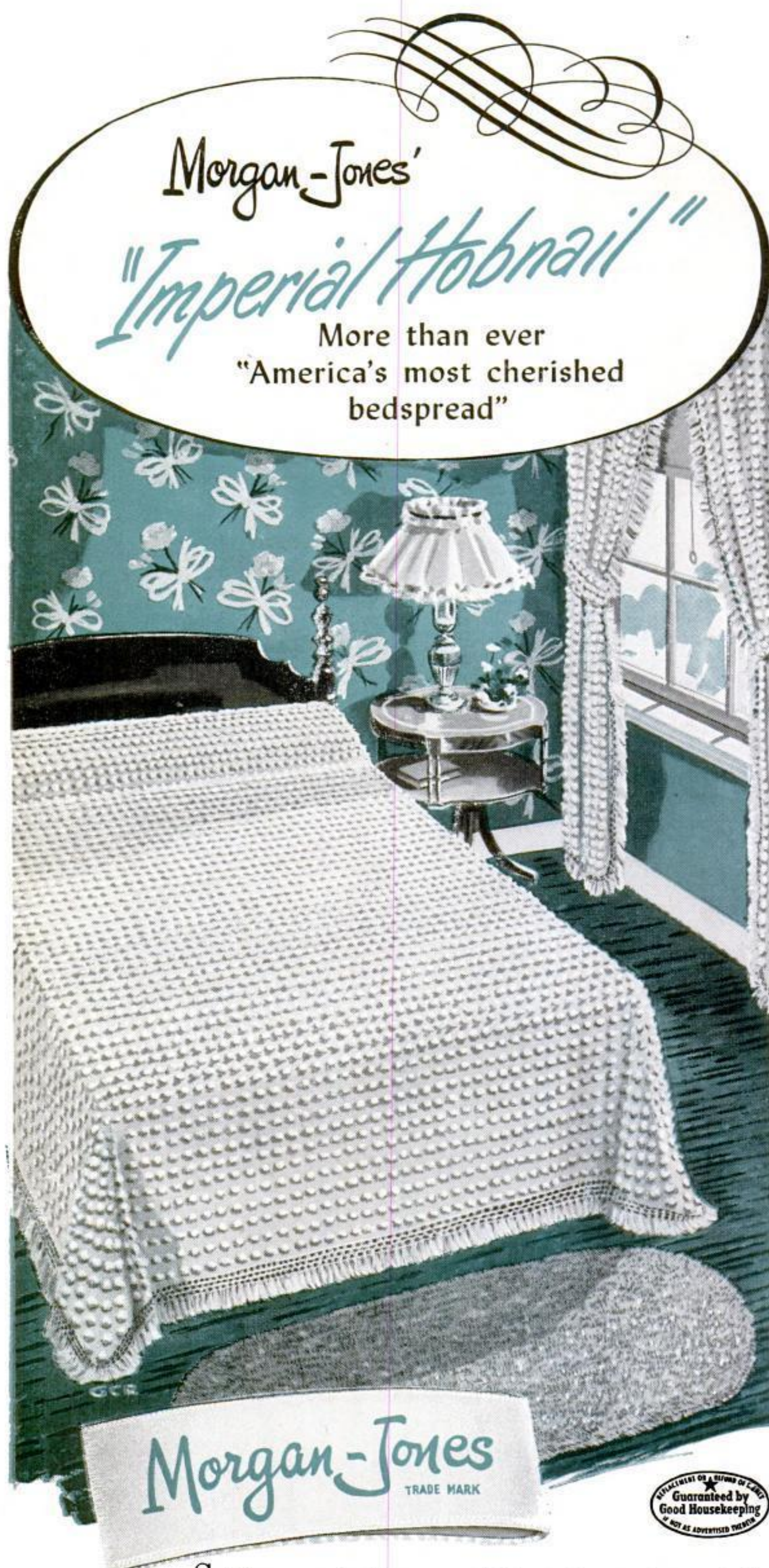
and **JAMES MASON** Portraying **GUSTAVE FLAUBERT, THE AUTHOR**

The Madame Bovary Waltz  
and Themes From "Madame Bovary"  
available on M-G-M Records

Screen Play by ROBERT ARDREY • Based on the Novel by GUSTAVE FLAUBERT  
Directed by VINCENTE MINNELLI • Produced by PANDRO S. BERMAN  
A METRO-GOLDWYN-MAYER PICTURE



*Morgan-Jones'*  
**"Imperial Hobnail"**  
More than ever  
"America's most cherished  
bedspread"



**Morgan-Jones**  
TRADE MARK

Still 'way out in front . . . still far and away the one bedspread most in demand . . . Morgan-Jones' famous "Imperial Hobnail" appeals to thrifty women of taste for many reasons. Here are some of them:

1. The tufts are *woven-in*, part of the fabric, to withstand repeated launderings.
2. The tuft design is perfect—orderly rows.
3. The "Imperial" is never ironed. Shake after laundering and the tufts fluff themselves.
4. You can choose White, Dusty Rose, Blue, Green, Gold, Sweet Pink—or striking new decorator shades of Grey, Sprout or Kingfisher.
5. A dramatic 4-inch white fringe adds a "luxury touch."
6. The price is only about \$7.00. (Slightly higher in the West.)

See this famous bedspread at your favorite store. Ask to see the matching "Imperial Hobnail" Simpleat drapes, too, at the same low price! All made by Morgan-Jones—and that means "Yours for a lovely home."

MORGAN-JONES, INC., 58 WORTH STREET, NEW YORK 13, N. Y.

## LETTERS TO THE EDITORS

CONTINUED

### NOT MONTY

Sirs:

In reference to your picture of "Gussy" Moran and her lace panties (LIFE, July 4), please settle an argument for me. Is that or is that not Field-Marshal Montgomery squatting there in the background? I say no!

WILLIAM H. STELLING  
Beverly Hills, Calif.



MONTY'S DOUBLE

● So does Field-Marshal Montgomery, who was in an airplane when the picture was taken. His double is a press messenger named Frank Molton.—ED.

Address the Editors  
at 9 Rockefeller Plaza  
New York 20, N.Y.

Please  
send



to \_\_\_\_\_ NAME  
\_\_\_\_\_  
ADDRESS  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**ONE YEAR AT \$6.00**

(1 year at the single copy price would cost you \$10.40)

I enclose \$ \_\_\_\_\_

Please Bill Me ☐

Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.  
L-7-25

## HEAT RASH?



### Get FAST RELIEF with this MEDICATED Powder!

No unmedicated powder can relieve your burning, stinging heat rash as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) Medicated relief. (2) Medicated protection. (3) Medicated comfort. Soothing and comforting. Promotes healing by helping to protect tender skin against irritation. So soft, it cushions against chafing. Absorbs extra moisture. For medicated skin care, get Ammens Powder today. No luxury tax.



FREE trial size can. Write today to Dept. L-794, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)

**AMMENS**  
*Antiseptic* Powder

### FOR BEST RESULTS SHAVE WITH..



No brush  
No lather  
No rub-in

HEADACHE  
NEURALGIA  
NEURITIS  
Pain

**RELIEVED**

**incredibly fast**

the way thousands of physicians and dentists recommend—

**ANACIN**

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.





**Before it's too late . . .**

# GET RID OF RUST IN YOUR RADIATOR

## OTHER DU PONT PRODUCTS FOR THE CARE OF YOUR CAR

### DU PONT NO 7 POLISH

gives a super-shine in half the time. It's the only polish containing "stroke-saving" methyl cellulose! Suitable for all auto finishes.

### DU PONT SPEEDY WAX

made especially for new cars—and those fairly new. Cleans and wax-polishes in one easy operation. Gives a brilliant lustre quickly.

### DU PONT CAR WASH

a new soapless detergent that speeds up car washing and makes manual drying unnecessary. Makes car washing a pleasure.

### DU PONT CLEAR WINDSHIELD SEALER

stops leaks at windshield and rear window frames. Dries quickly; adheres firmly to glass, metal and rubber. Gives a tight, permanent seal.

### DU PONT DRY-CLEAN

a clear, non-flammable cleaning fluid that leaves no odor or ring. Ideal for removing grease spots from auto upholstery and garments.



## Rust clogs radiators—causes overheating, trouble and expense!

### *Clean out rust with* **DU PONT Cooling System CLEANSER**

Before your engine is ruined by overheating, clean out rust and scum in the radiator. Just pour in a can of DU PONT CLEANSER, run the engine for 30 minutes or more, then drain. No reverse flushing is necessary. It dissolves rust—cleans thoroughly, quickly and safely. A good cleaning paves the way for top engine efficiency.

### *Keep out rust with* **DU PONT Acid and Rust INHIBITOR**

After cleaning out the radiator, you can keep it free from rust all season by pouring in a can of DU PONT ACID AND RUST INHIBITOR. It retards rust formation, and keeps out acid, too.

### *Avoid radiator leaks with* **DU PONT Cooling System SEALER**

You can stop leaks quickly and securely—and help to prevent leaks in the future—by pouring in DU PONT COOLING SYSTEM SEALER. It will not clog the radiator or harm hose or metal parts.



**DU PONT**  
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

**NO 7 PRODUCTS**  
for better car care

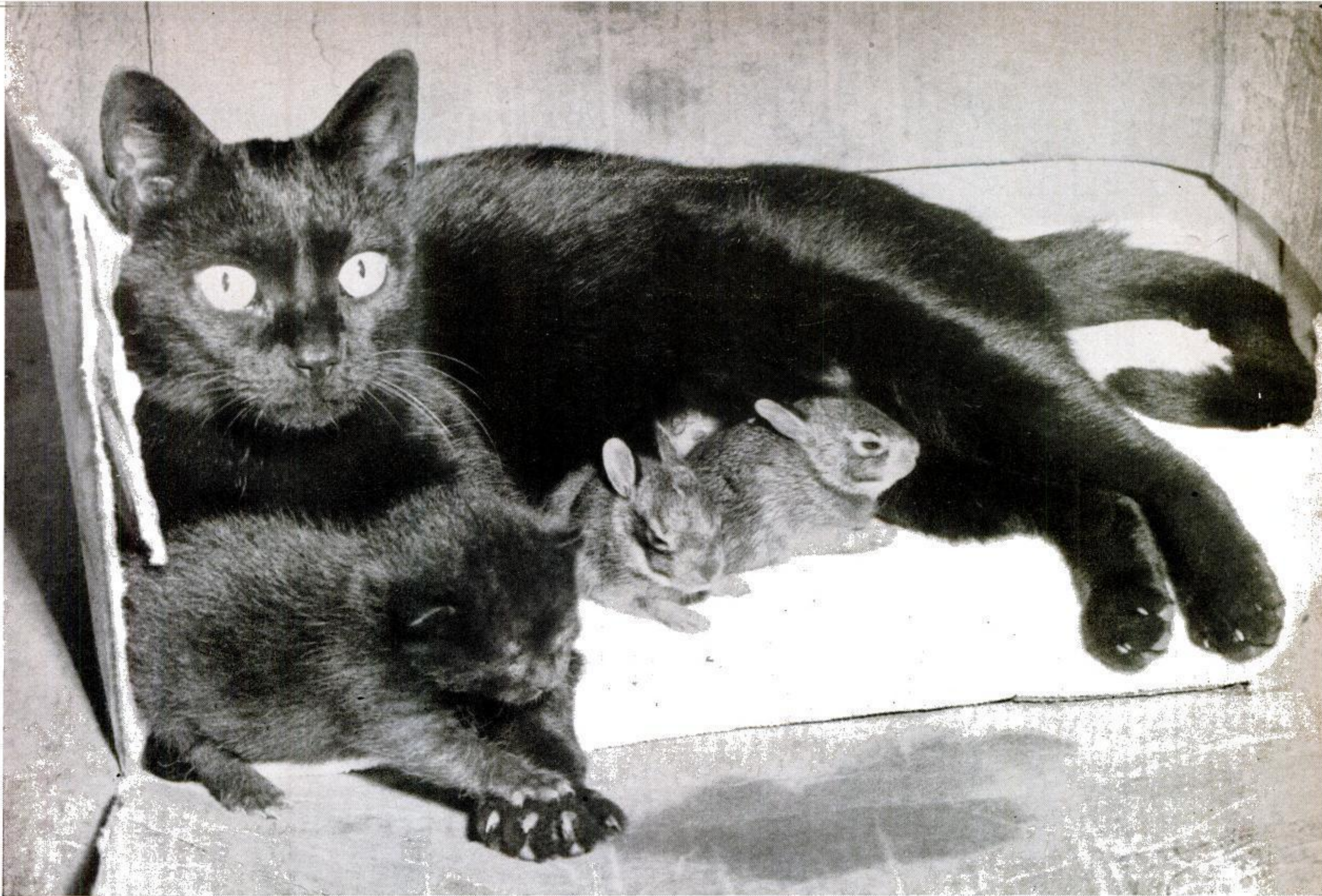




**AT BOARDING HOUSE IN LA MESA, CALIF., TABBY ADOPTED THREE BABY SKUNKS WHICH MAKE GOOD HOUSEHOLD PETS IF DEODORIZED  
GYPSIE, OF NEVADA CITY, CALIF., ADDED TO HER LITTER OF FOUR KITTENS TWO SQUIRRELS WHICH HER OWNERS FOUND IN A FOREST**







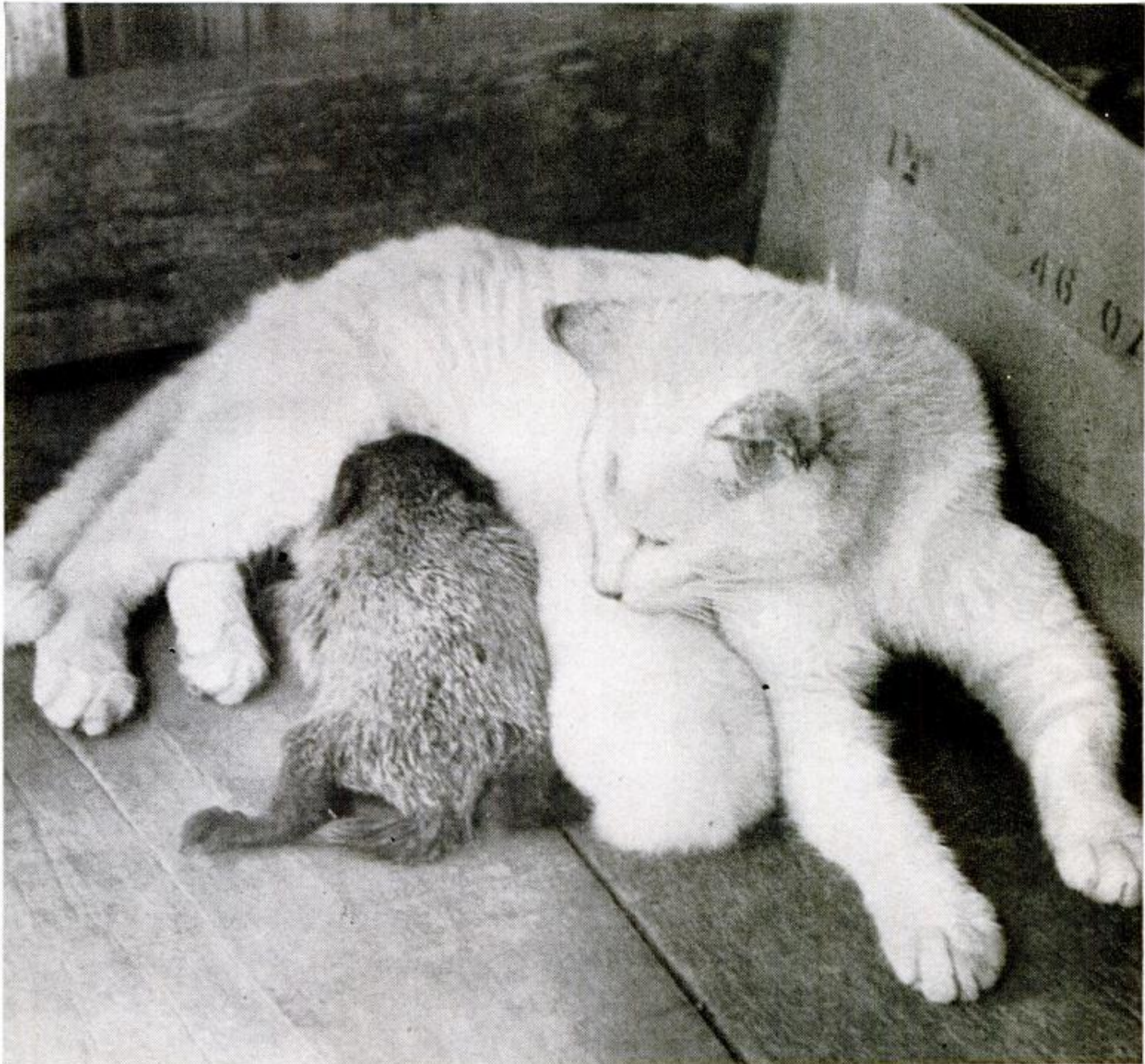
WHEN MIDNIGHT, A RESIDENT OF THE CHICAGO SUBURBS, LOST FOUR OF HER FIVE KITTENS, SHE READILY APPROPRIATED TWO RABBITS

# ***SPEAKING OF PICTURES***

## ***... HOUSE CATS MAKE STRANGE ADOPTIONS***

The champion mother in the world of mammals, and certainly the most indiscriminating, is the house cat. Cats have as many as three litters of kittens every year and are constantly being thwarted by their owners, who do not happen to see eye to eye with them on the value of the kittens, which are drowned with relentless regularity. In their desire to satisfy their frustrated maternal instincts, the mothers frequently resort to some strange substitutes, as the photographs on these pages show.

The milk of cats is exceptionally rich and nourishing and is adequate diet for anything from rats to skunks. Under usual circumstances the orphans in these pictures will grow fat and healthy. When they are old enough to be weaned, their foster mothers will gradually lose interest in them but will never regard them as foes or prey. In mixed litters the rule of the survival of the strong operates regardless of species. A husky squirrel pup will get more milk than a feeble kitten, for the latter's mother will not stir a whisker to prevent its being shouldered aside. For pictures of some motherly dogs, turn the page.



**LUCY** has adopted a week-old ground hog which her owner, a Cherokee Indian, found on a hunting trip. When she saw it lying in a box where the Indian had put it, she took it to her own quarters in a barn near Grove, Okla.



# Only the Sun Kisses Me!

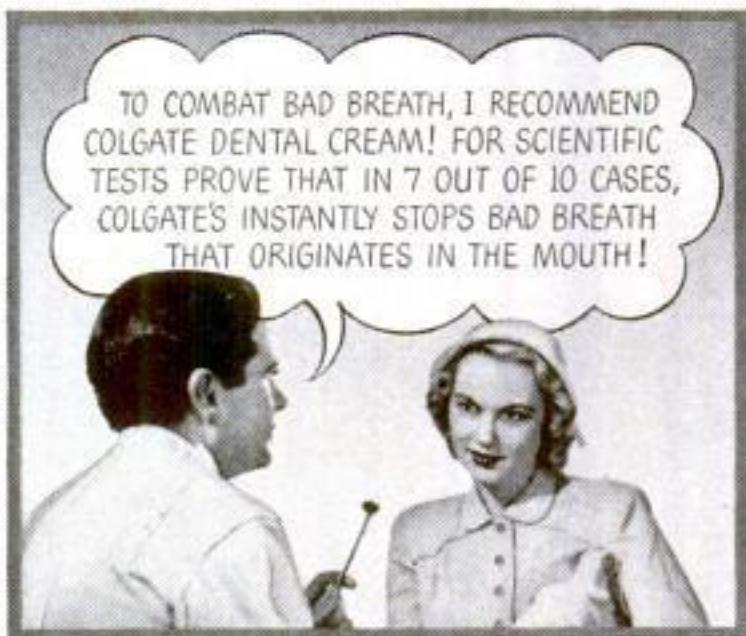


I GET A TAN — OTHER GIRLS GET A MAN! WISH I KNEW HOW THEY DO IT!



TAKE YOUR HEAD OUT OF THE SAND — AND FACE THE BAD BREATH PROBLEM, ANN! WHAT YOU NEED, HONEY, IS HELP FROM YOUR DENTIST!

TO COMBAT BAD BREATH, I RECOMMEND COLGATE DENTAL CREAM! FOR SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE'S INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!



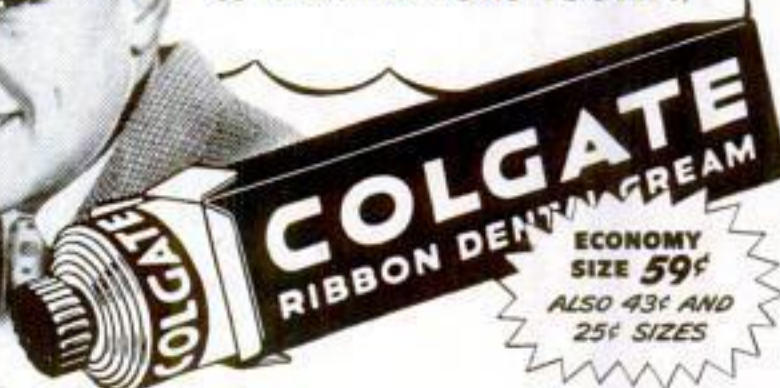
COLGATE'S ACTIVE PENETRATING FOAM GETS INTO HIDDEN CREVICES BETWEEN TEETH — HELPS CLEAN OUT DECAYING FOOD PARTICLES — STOP STAGNANT SALIVA ODORS — REMOVE THE CAUSE OF MUCH BAD BREATH



SINCE COLGATE'S FIXED THINGS UP FOR ME — I GOT MY MAN — AS YOU CAN SEE!



Cleans Your Breath While It Cleans Your Teeth!



Always use COLGATE DENTAL CREAM after you eat and before every date

ECONOMY SIZE 59¢ ALSO 43¢ AND 25¢ SIZES

## SPEAKING OF PICTURES

CONTINUED



**MOTHER DOG** suckles a fawn and puppy. Fawn was found half dead near Lufkin, Texas and was given cow's milk at first, but it proved indigestible.

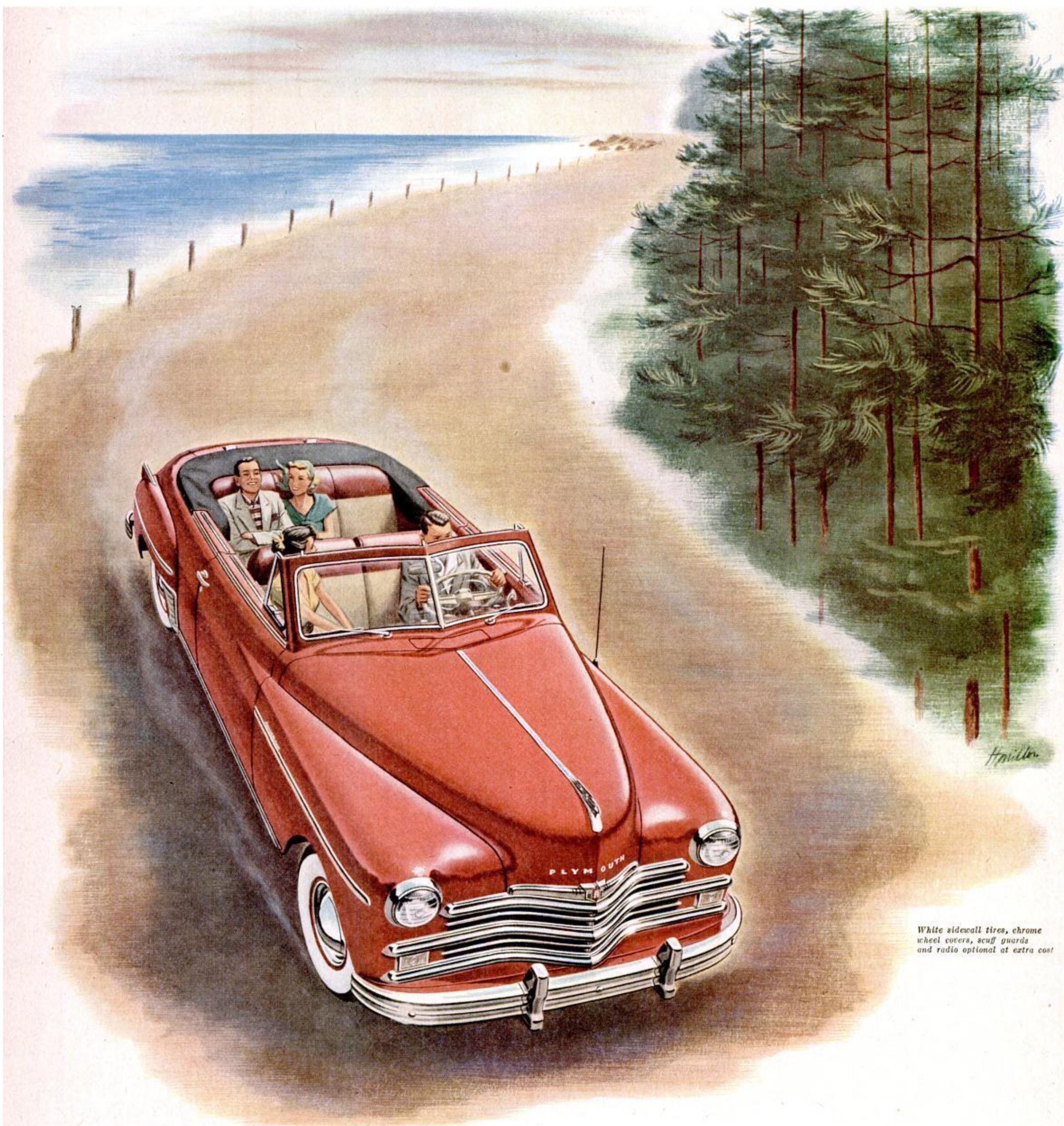


**POOCHIE**, a Scottie in St. Petersburg, Fla., was separated from her litter of 10 pups. So she trotted off into the woods and returned with three raccoons.



**QUEENIE**, of Roanoke, Va., mothers a six-month-old cat once each evening. Though she had last litter a year ago, her supply of milk apparently is still good.





White sidewall tires, chrome wheel covers, scuff guards and radio optional at extra cost

## The car that likes to be compared— **new Plymouth**



The best way to tell new car value is by comparison. Compare the new Plymouth—feature for feature, dollar for dollar, mile for mile—to any car in any price range. Of 22 quality features found in most high-priced cars, low-priced Plymouth has 21—low-priced car “A” has 13—low-priced car “B” has 4! See the new Quality Chart at your Plymouth dealer’s. Then drive “all three” and let the ride decide! PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan



**PARD** gives your dog...



...this much  
nourishment in  
every can!



**Look how these dinners compare!**

		LAMB CHOP DINNER	PARD (1 CAN)
Protein	(gms.)	22.3	52.8
Carbohydrate	(gms.)	35.0	45.7
Fat	(gms.)	53.9	14.7
Iron	(mgs.)	4.5	22.7
Calcium	(gms.)	0.05	2.0
Phosphorus	(gms.)	0.31	1.59
Vitamin A	(units)	49.0	550.0
Vitamin B	Thiamine (mgs.)	0.36	1.41
	Riboflavin (mgs.)	0.34	1.86
	Niacin (mgs.)	7.66	18.2

**Energy:**

Lamb chop dinner: 23.8% of daily caloric needs for average man  
Pard (1 can): 100% of daily caloric needs for 20 lb. dog



**Pard provides the complete balanced  
diet every dog needs every day**

Tasty . . . that lamb chop dinner! Nourishing too! But good as it is, it's not one bit more nourishing than the dish of rich, meaty-red PARD.

What's more, the dish of PARD is better balanced. It's a complete, one-dish dinner. No additional meat—nothing more—is ever needed.

The reason is simple. Swift scientists see to it that every can of PARD contains all the min-

erals, fats, carbohydrates, vitamins and calories your dog is known to need. And actual feeding tests in Swift's kennels—on many generations of dogs—have proved that PARD helps assure robust health and vigor when dogs are fed it regularly.

Remember: When you feed your dog PARD he needs nothing more . . . he can get nothing better!

**PARD IS MADE BY SWIFT & COMPANY**



***NO ADDITIONAL MEAT... NOTHING MORE... IS EVER NEEDED!***



COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.  
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1949 BY TIME INC.

## CONTENTS

### THE WEEK'S EVENTS

81st CONGRESS DEBATES BASIC ISSUE OF STATISM	17
EDITORIAL: LESSONS FROM GOETHE	22
NEW CANAL FURNISHES WATER FOR CALIFORNIA EDEN	24
DIMITROV JOINS COMMUNIST "IMMORTALS"	26
LIFE CONGRATULATES SOME NEWLYWEDS	28
A BRIGHT BOY SLIPS	30
THE RUGGED REUTHERS ENTER ROUND FOUR	35
A LEADING HYPNOTIST DEMONSTRATES HIS ART	85

### CLOSE-UP

ALBERT SCHWEITZER, by WINTHROP SARGEANT	74
---	----

### PHOTOGRAPHIC ESSAYS

YOSEMITE	53
FATHER OF THE BRIDE	67
PHOTOGRAPHS FOR LIFE BY MICHAEL ROUGIER	

### MOVIES

POPCORN BONANZA	41
KING KONG'S SUCCESSOR	94

### FASHION

YOUNG DESIGNERS	49
-----------------	----

### RELIGION

BIGGEST BAPTIST CHURCH	59
------------------------	----

### MODERN LIVING

BEACH BOATS	92
-------------	----

### OTHER DEPARTMENTS

LETTERS TO THE EDITORS	2
SPEAKING OF PICTURES: HOUSE CATS MAKE STRANGE ADOPTIONS	10
MISCELLANY: RAW! RAW! SCHOOL	96

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

## LIFE'S COVER

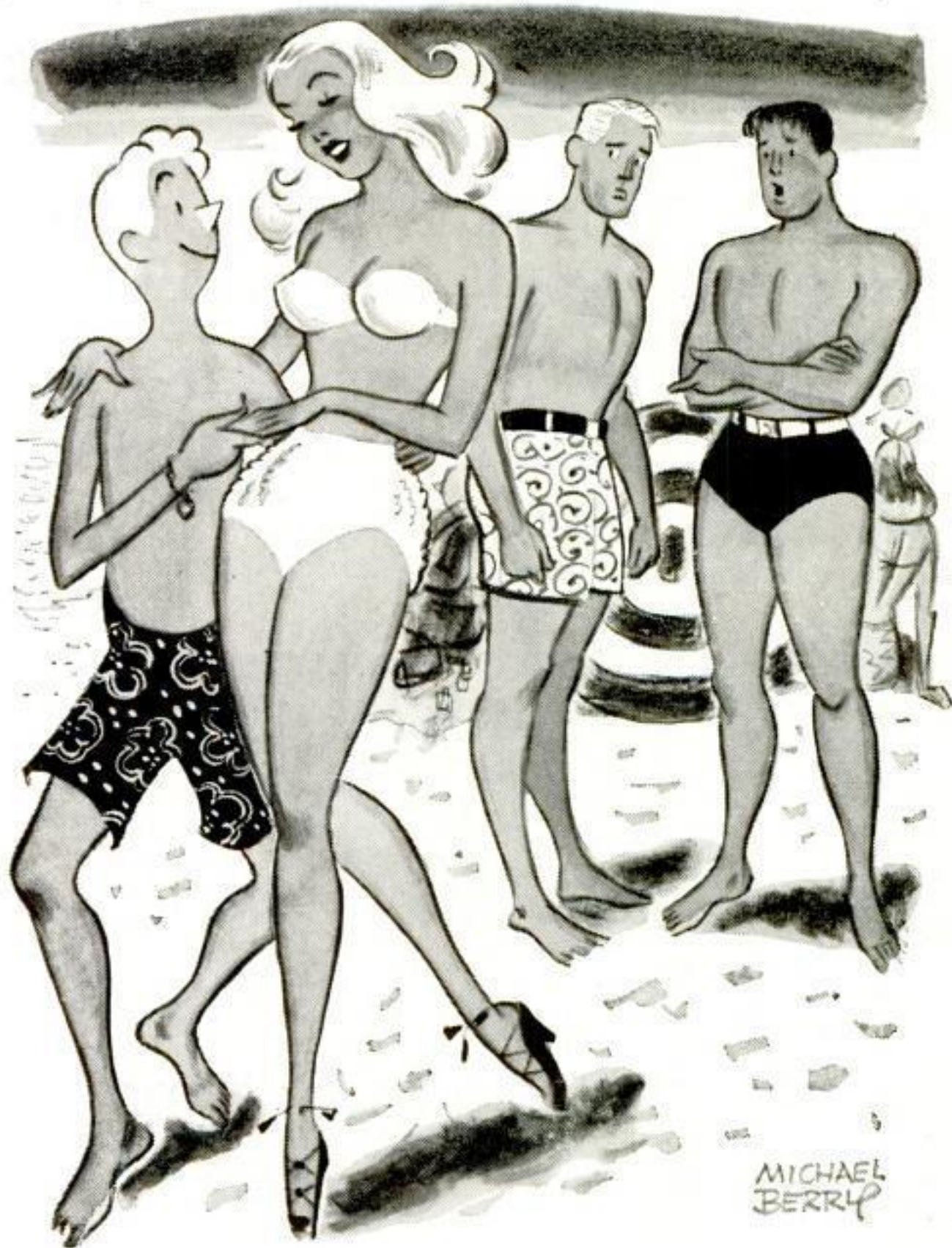
The girl being pitched out of the plastic boat on LIFE's cover is 18-year-old Janet Sims, daughter of a merchant marine officer. A moment later Janet was upside down in the breakers with the boat on top of her. On other rides the waves bucked and spun the boat, making her dizzy but leaving her high and dry on the sand. Janet lives in The Bronx, New York and is proud of her ability to speak her parents' native Estonian. Outside of modeling and drawing, Janet's big interests are eating and a 6-foot 7-inch boyfriend. To see other girls in plastic boats at Daytona Beach, Fla. turn to page 92.



The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—GEORGE SILK	29—GEORGE DOUGLAS
2—IDA WYMAN	30—SEVERIN FROM B.S. GEORGE TAMES, ALLAN GRANT
6—W.W., FREE LANCE PHOTOGRAPHERS GUILD—W.W., MRS. LEO WETTACH FROM B.S.	FROM G.H.—RALPH LOONEY FOR LEXINGTON HERALD-LEADER
8—A.P.	35—FRANK SCHERSCHER
10—INT.—RICHARD H. HARRIS	36, 37—FRANK SCHERSCHER
11—ACME—A.L. ROGERS AND JOHN FEEN FOR MIAMI, OKLAHOMA NEWS RECORD	38—A. P.—PITTSBURGH SUN-TELEGRAPH FROM INT.—A.P.—ACME—ACME
12—J. P. HUNTER JR.—A. P.—JOHN H. SPANGLER	41—PETER STACKPOLE—FRANCIS MILLER
17—JAMES WHITMORE	42, 43—J. R. EYERMAN
18—ACME, INT.—CARTOON BY BARROW COURTESY THE JERSEY JOURNAL, COURTESY SCRIPPS HOWARD NEWS-PAPERS	44—FRANCIS MILLER
19—ROBERT W. KELLEY—COURTESY DETROIT FREE PRESS	49, 50, 51—NINA LEEN
20, 21—JAMES WHITMORE, LEONARD MCCOMBE (5)—JAMES WHITMORE (3), LEONARD MCCOMBE, JAMES WHITMORE (3)—JAMES WHITMORE, ROBERT W. KELLEY, JAMES WHITMORE, ROBERT W. KELLEY (2)	53—ANSEL ADAMS
22—HISTORICAL PICTURES SERVICE—EXC. BOT. RT. THE BETTMANN ARCHIVE	54, 55—ANSEL ADAMS EXC. LT. ILLUSTRATIONS BY A. PETRUC-CELLI (4)
23—HISTORICAL PICTURES SERVICE—THE BETTMANN ARCHIVE RT. THE BETTMANN ARCHIVE	56, 57—ANSEL ADAMS
24—LOOMIS DEAN	59 THROUGH 62—JOE MUNROF
25—U.S. DEPARTMENT OF THE INTERIOR, BUREAU OF RECLAMATION—LOOMIS DEAN	67 THROUGH 73—MICHAEL ROUGIER
26—SOVFOOT—WILFRED BURCHETT (2)	74 THROUGH 77—W. FIUGENE SMITH
27—PETER FURST—WILFRED BURCHETT (2)	78, 79—CHARLES R. JOY FROM THE BEACON PRESS, © THE BEACON PRESS FROM RELIGIOUS NEWS SERVICE, CHARLES R. JOY FROM THE BEACON PRESS
28—ACME, INT.—A.P., ACME, A.P.	80—© DR. ALBERT SCHWEITZER
	85 THROUGH 88—GEORGE SILK
	92, 93—DICK POPE
	94, 95—ALEX KAHLE FOR RKO RADIO PICTURES, INC.—RKO RADIO PICTURES, INC.
	96—TRANSATLANTIC

ABBREVIATIONS: BOT., BOTTOM; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



"THEY SAY HIS SECRET IS MENNEN SKIN BRACER"

Its He-Man Aroma  
"WOWS" the Ladies!

COOLS YOU OFF-  
PEPS YOU UP!

Helps Heal Tiny  
Razor Nicks, Too!

GIANT 12-OZ. BOTTLE 98¢  
LARGE 5-OZ. BOTTLE 49¢



# MEN!

## Avoid Summer Dry Hair

Use Amazing New  
Hair Conditioner  
**REFRESHING-**  
**KEEPS HAIR NEATLY**  
**IN PLACE**





# I wish...

You wish even harder for your children . . . that they will have health, happiness, and, above all, a fine, secure future.

But they need more than wishes. It takes planning, as you know, to make sure that they will have the best possible life ahead. Because there is always the troubling possibility that you may not be here to help them.

When the time comes for this planning, that is the time to call on The Prudential. For The Prudential and its representatives have had a vast experience helping people with just your

kind of problem. They're eager to give your family the benefit of their family experience. It's no wonder people think of The Prudential as "The Family Company."

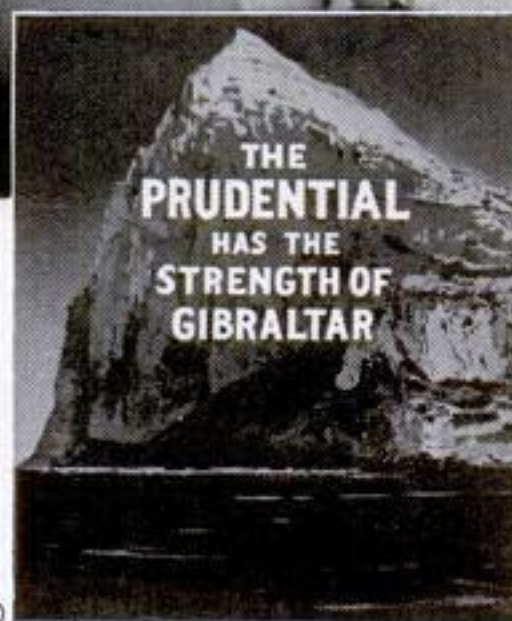
Why not let your Prudential representative stop by for a friendly chat? He'll be glad to show you how you can make certain your wish for your family's future security can come true.

★

*Enjoy the Prudential Family Hour of Stars—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.*



**THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT**



**THE PRUDENTIAL**

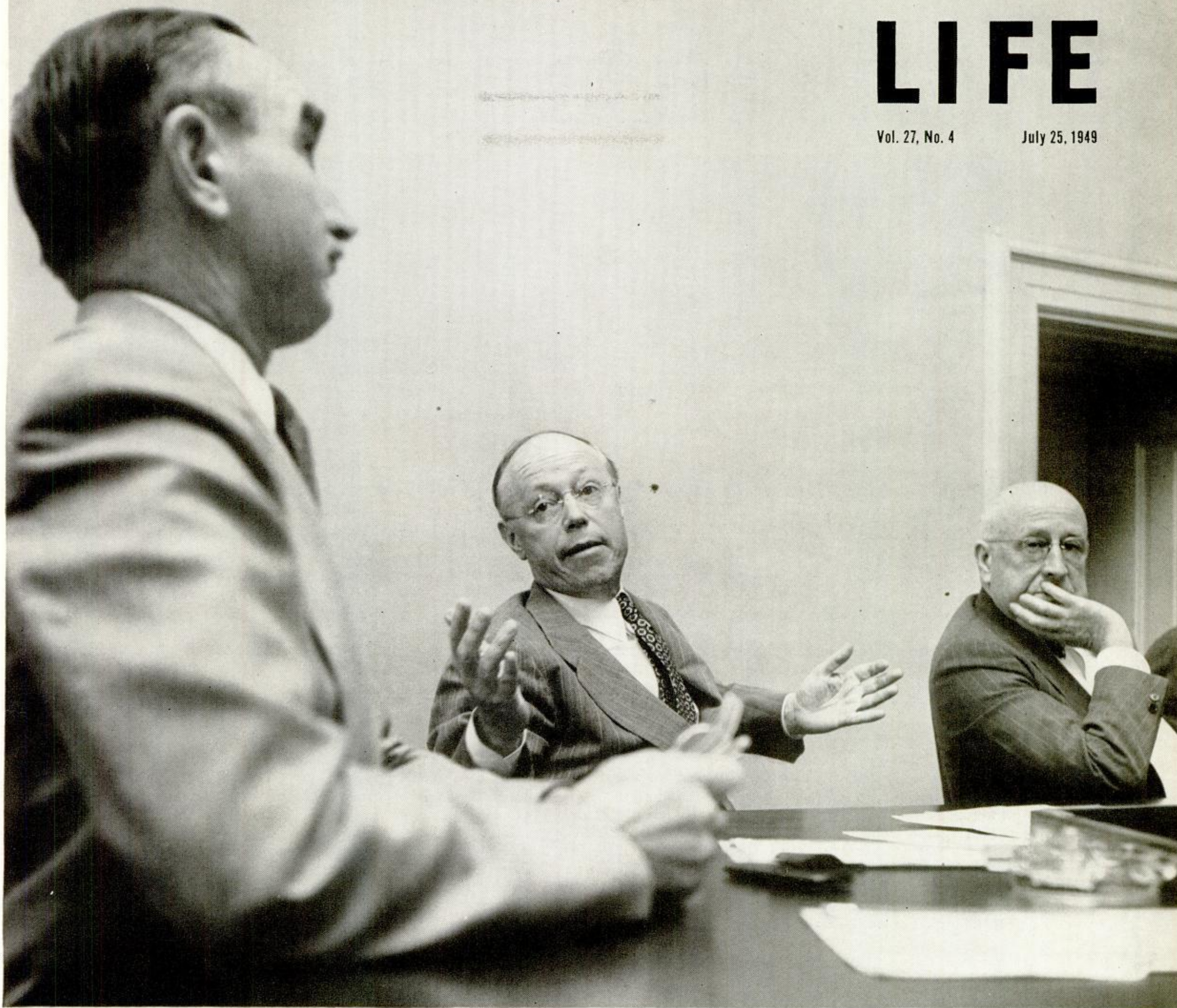
INSURANCE COMPANY OF AMERICA

*A mutual life insurance company*

HOME OFFICE: NEWARK, NEW JERSEY

WESTERN HOME OFFICE: LOS ANGELES, CALIF.





AT AN IMPORTANT LABOR COMMITTEE HEARING, FLANKED BY OPPONENTS WAYNE MORSE (LEFT) AND ELBERT THOMAS, TAFT STEADFASTLY EXPLAINS HIS STAND

## WHAT KIND OF AMERICA?

THE 81st CONGRESS, LED BY SENATOR TAFT, DEBATES THE BASIC ISSUE OF STATISM

In the Western world today there is one fundamental political issue, and the simplest name for it is statism. The issue differs in detail in various countries and is very complex. But every election that is held, every law that is passed, takes a nation either in the direction of government control of all human activity—or away from it.

This issue, common to all modern life, has at last been brought into sharp focus in the U.S. by the history of the 81st Congress.

Last January, President Truman sent to Congress a long series of proposals which he called the Fair Deal, and which some of his supporters called the blueprint for the welfare state. Truman's proposals even went beyond the government controls of Roosevelt's New Deal. Senator Taft challenged

the program on the grounds that it would lead to a) national bankruptcy, b) socialism, or both.

The case for more and more government is, briefly, in Truman's words, that "the government must see that every American has a chance to obtain his fair share of our increasing abundance." Taft replies that he is as much concerned as any man, but there must be safeguards so that welfarism does not end in economic or political tyranny.

All through the session of Congress this was the main issue. Taft, laboring tirelessly (pp. 20-21), assumed the leadership of the Senate. On domestic issues, as he went, so went Congress. Taft fought for the housing bill (p. 18) which Truman asked for but which contained safeguards against collectivism. It passed. When Truman tried to defeat

the Taft-Hartley law, Taft wrote 28 amendments for the purpose of making the repealer fair to the consumer and employer as well as the worker. His amendments passed.

There was an exception: the Atlantic Pact. For his own reasons, and possibly because he was not as well informed as on domestic issues, he opposed it. But his honest sincerity was applauded.

At last week's end the Administration was going ahead planning public spending programs. But so far Taft had won the battle over the big issue. He had won for a reason that he had known but the Administration had overlooked: the people did elect a Democratic majority to Congress last year. But they did not, as the lineup on page 19 shows, vote for socialism, or any rush in that direction.



# THIS IS WHAT HAPPENED TO THREE BILLS IN THE



DOUGLAS (FOURTH FROM RIGHT) LEADS A SLUM TOUR

## HOUSING

**THE PROPOSAL:** 1) Give \$1.5 billion in loans and grants over the next five years to cities so that they can BUY UP SLUM PROPERTY and tear down the old buildings; 2) Make available up to \$445 million a year to subsidize rents in 1,050,000 HOUSING UNITS; 3) Extend FHA provisions on loans for REPAIRING AND REMODELING and increase FHA's mortgage insurance fund; 4) Loan and grant \$267 million to IMPROVE FARM DWELLINGS.

**THE ARGUMENTS:** Nobody was against cleaning out slums or building more houses; the controversy was over how to do it. OPPONENTS of this bill claimed that private enterprise was doing the job, slowly but in a manner that would be healthier for the nation's economy. They also argued that the bill would eventually cost anywhere from \$12 to \$20 BILLION instead of the estimated \$10 BILLION, and that the bill did not attack some of the real causes of the shortage, i.e., conflicting housing codes and labor featherbedding.

PROPOSERS of the bill answered by taking doubting congressmen on slum tours (above) that private enterprise seemed to have passed by. Some were so bad that several congressmen were actively sick. Only government housing or city-sponsored projects with federal financial help could replace these slums with comfortable apartments. And there were rural slums just as bad, needing loans and grants to rebuild just as desperately. SOME OPPONENTS declared that the bill was another battlefield in the war against STATISM, as described on page 17. But Senator Taft, the leader in the fight against collectivism and at the same time a leader in the fight for the housing bill, answered that the risks of socialism were small in this bill. And the need was greater for housing than for most other Administration requests, such as compulsory health insurance, for example. "Not many people," said Taft, "are complaining that they cannot find doctors. But many complain that they can't find homes."

**THE CONCLUSION:** Many of the MAIN BODY OF REPUBLICANS ABOVE THE LINE in the box at far right believed with Taft that the bill could alleviate the housing problem better than private enterprise without endangering private enterprise. They were joined by all but four ANTI-ADMINISTRATION DEMOCRATS. So the housing bill passed with only minor changes: Up to \$308 million a year for 810,000 rental units; \$325 million for farm dwellings.



JERSEY JOURNAL CARTOON SALUTES BILL'S PASSAGE



TOBIN (RIGHT, FRONT) TESTIFIES ON LABOR BILL

## LABOR

**THE PROPOSAL:** Repeal the Taft-Hartley Act, substitute a modified Wagner Act and thus fulfill TRUMAN'S CAMPAIGN PROMISE TO LABOR.

**THE ARGUMENTS:** CHIEF PROPONENTS WERE LABOR LEADERS, who attacked Taft-Hartley in hearings and through TAME CONGRESSMEN. They were not so much afraid of what the act *has* done to labor as what it *might* do if a depression should come. Then, they argued, the Taft-Hartley Act would be a club in the hands of an unscrupulous employer fighting labor's resistance to wage cuts, dismissals, layoffs. It quickly became clear that labor would be satisfied with nothing short of COMPLETE OBLITERATION OF THE TAFT-HARTLEY ACT. CHIEF OPPONENT of Taft-Hartley repeal was SENATOR TAFT. Again he spotlighted the big issue of the individual's liberty vs. the collectivist state. He sought to protect the individual worker, union or nonunion, against a state that would restrict his right to work. And THE FREEDOM OF THE UNION, said Taft, was also protected. Nothing, he argued, in his proposed amendments would restrict a union in pursuit of LEGITIMATE AIMS. One by one Taft wrote 28 AMENDMENTS to the repealer. By the time he was through only nine lines of the original repealer remained unchanged, and the new bill was being called the Taft-Taft Bill (below).

THE BIGGEST FIGHT was over INJUNCTIONS, a cuss word to labor. The Administration, represented at committee hearings by Labor Secretary Maurice Tobin (above), argued that the President already had the power to enjoin strikers any time he wanted for as long as he wanted. Taft made mincemeat of Tobin's arguments, later wrote into the repealer a 60-day injunction limit.

**THE CONCLUSION:** The original bill had the support of only the LEFT-WING DEMOCRATS and some ADMINISTRATION DEMOCRATS, plus a few IRREGULAR and VERY IRREGULAR REPUBLICANS, all BELOW THE LINE in the box at far right. But the Taft amendments were backed by the MAIN BODY OF REPUBLICANS plus all but five of the ANTI-ADMINISTRATION DEMOCRATS and even KNOWLAND and SALTONSTALL of the IRREGULAR REPUBLICANS below the line. So the Taft-amended bill passed the Senate. Its chances of becoming law, however, were slim. The original Taft-Hartley Act would probably stay on the books for the present.



SCRIPPS HOWARD CARTOON COMMENTS ON LABOR BILL



# PRESIDENT'S PROGRAM



BRANNAN (LEFT) EXPLAINS HIS PLAN IN HEARING

## AGRICULTURE

**THE PROPOSAL:** As popularly summarized the purpose of the "Brannan Plan" is to continue indefinitely the farmer's HIGH STANDARD OF LIVING and at the same time bring LOWER FOOD COSTS to the consumer. Specifically it would: 1) REVISE PARITY by dropping the old base period 1909-14 and basing support prices on the recent standard of farm living, thereby raising many parity levels. 2) KEEP PART OF THE REGULAR LOAN SYSTEM, mostly on STORABLE COMMODITIES such as wheat and cotton; lend the farmer the parity price and take the crop a year later in payment if the market price falls below parity; if the market is higher, the farmer pays off the loan, sells his crop at the profit. 3) LET THE PRICES DROP on other commodities, MOSTLY PERISHABLE, such as eggs, poultry and hogs, which make up 75% of the U.S. farm output. 4) PAY THE DIFFERENCE on these commodities, i.e., subsidize the farmer so he does not lose money on these crops.

**THE ARGUMENTS:** CHIEF PROPONENT of the bill was Secretary of Agriculture CHARLES BRANNAN. It was a method, he argued, that "not only helps the farmers but gives the consumer a real break" (one of Truman's biggest campaign promises). CHIEF OPPONENTS of the plan were not so naive as to argue against subsidizing the politically sacred farmer. The argument was over the method. Opponents quickly attacked the Brannan Plan as the most bald-faced program of TAXING AND SPENDING in the entire Truman program. CONSUMERS who paid less for eggs would have to MAKE UP THE DIFFERENCE ON TAX DAY—and then add the expense of the huge government agency necessary to manage the plan. THE FARMER, in return for a guaranteed income, would be required to follow RIGID GOVERNMENT CONTROLS. The plan, said its opponents, would amount to near control of all U.S. farms by the government. When congressmen asked Secretary Brannan how sure he was that it would cost no more, he admitted he had no way of telling. Said Vermont's Senator George Aiken of IRREGULAR REPUBLICANS, "It would be controlled economy with a vengeance."

**THE CONCLUSION:** So far both the House and Senate agriculture committees have discussed compromises of the Brannan Plan. But even the compromises of the plan were running into heavy weather in Congress last week.



"SCIENTIFIC FARMING," SAYS DETROIT FREE PRESS

## SENATE HAS DEMOCRATIC MAJORITY BUT A MINORITY OF FAIR DEALERS

### SENATE WORKING MAJORITY (50)

#### MAIN BODY OF REPUBLICANS (33)

Taft, Ohio  
Mundt, S. Dak.  
McCarthy, Wis.  
Schoeppel, Kan.  
Vandenberg, Mich.  
Hickenlooper, Iowa  
Brewster, Me.  
Gurney, S. Dak.  
Millikin, Colo.  
Reed, Kan.  
Wiley, Wis.  
Young, N. Dak.  
Bridges, N.H.  
Cordon, Ore.  
Ferguson, Mich.  
Hendrickson, N.J.  
Jenner, Ind.  
Kem, Mo.  
Malone, Nev.  
Martin, Pa.  
Watkins, Utah  
Wherry, Neb.  
Williams, Del.  
Capehart, Ind.  
Donnell, Mo.  
Bricker, Ohio

Butler, Neb.  
Cain, Wash.  
Ecton, Mont.  
H. Smith, N.J.  
Margaret Smith, Me.  
Thye, Minn.  
Dulles, N.Y.

#### ANTI-ADMINISTRATION DEMOCRATS (17)

Russell, Ga.  
Holland, Fla.  
McClellan, Ark.  
Robertson, Va.  
Stennis, Miss.  
Chapman, Ky.  
Eastland, Miss.  
Fulbright, Ark.  
George, Ga.  
Hoey, N.C.  
Johnston, S.C.  
McCarran, Nev.  
Byrd, Va.  
McKellar, Tenn.  
Maybank, S.C.  
Gillette, Iowa  
E. Johnson, Colo.

IN ORDER TO GET A BILL PASSED, THE ADMINISTRATION MUST HAVE SUPPORT FROM A "WORKING MAJORITY" OF SENATORS ABOVE THIS LINE

### SENATE MINORITY (46)

#### IRREGULAR REPUBLICANS (7)

Aiken, Vt.  
Baldwin, Conn.  
Lodge, Mass.  
Saltonstall, Mass.  
Knowland, Calif.  
Ives, N.Y.  
Flanders, Vt.

#### ADMINISTRATION DEMOCRATS (28)

Lucas, Ill.  
Anderson, N. Mex.  
Chavez, N. Mex.  
Douglas, Ill.  
Green, R.I.  
L. Johnson, Texas  
Kefauver, Tenn.  
Tydings, Md.  
Connally, Texas  
Hunt, Wyo.  
Miller, Idaho  
McFarland, Ariz.  
O'Connor, Md.  
O'Mahoney, Wyo.  
Downey, Calif.  
Hayden, Ariz.  
Hill, Ala.  
McGrath, R.I.  
Frear, Del.  
Sparkman, Ala.  
McMahon, Conn.  
Elmer Thomas, Okla.  
Elbert Thomas, Utah  
Withers, Ky.  
Long, La.  
Ellender, La.  
Kerr, Okla.  
Myers, Pa.

#### LEFT-WING DEMOCRATS (8)

Pepper, Fla.  
Graham, N.C.  
Humphrey, Minn.  
Magnuson, Wash.  
Taylor, Idaho  
Kilgore, W. Va.  
Murray, Mont.  
Neely, W. Va.

#### VERY IRREGULAR REPUBLICANS (3)

Morse, Ore.  
Tobey, N.H.  
Langer, N. Dak.





THE SENATE MEETS AGAIN IN THE OLD SENATE CHAMBER THAT IT OUTGREW 90 YEARS AGO

## 81st Congress CONTINUED



BRANNAN, of Agriculture, sits next to Labor Economist Nathan at lunch.



CLIFFORD, presidential adviser, polishes Economic Report speech.

## THE FIGHT HAS PRODUCED SOME

The pictures on these pages illustrate what the chart on the previous page defines: the battle in the 81st Congress has made some strange bedfellows. Fair Dealers, for example, found themselves fighting civil rights when Republican Senator Bricker proposed an amendment to the housing bill that would open the units to all races and colors. Fair Dealers fought it because fellow Democrats from the South would filibuster such a bill to death. That is the confusing way things have gone.

## THE TIRELESS GENERAL: SENATOR ROBERT A. TAFT



OFF TO WORK, Senator Taft, briefcase packed with work he has done the night before, leaves Georgetown home at 8:05 a.m. to drive to Capitol Hill.



ON THE HILL he walks through rain to Senate Office Building. First order of work: 1½ hours going over the 400 letters from his constituents.



FELLOW OHIOANS, John Bricker, a more conservative senator than Taft, and Democratic Representative Michael Kirwan, chat with him.



PRESIDING over a meeting of the Republican Policy Committee, Taft plays a major role in deciding what Republican strategy will be. Whereas such members of the Main Body of Republicans as Wherry (at Taft's

## SOUTHERNERS, BUDGET-CUTTERS, FENCE-JUMPERS



THE SOUTHERN BLOC that helped defeat the Administration's civil rights program early in session includes such Democratic senators as (clockwise from the left foreground) Johnston, Hoey, Byrd, McKellar, Russell, Hill and Stennis.



THE ECONOMY BLOC is spearheaded by Anti-Administration Democrat Harry Byrd (left), Republicans Kenneth Wherry (center) and Styles Bridges. Democrat Byrd was first to attack Truman's proposal for deficit spending.



DEMOCRATIC STRATEGY is planned by Policy Committee. Majority Leader Lucas (holding copy of Economic Report) presides. Administration Democrats McGrath (with back to camera, right) and Elbert





**STEELMAN**, presidential assistant, bosses new spending program.



**KEYSERLING** is the left-wing member of the Council of Economic Advisers.

## STRANGE POLITICAL BEDFELLOWS

But the issue was still clear, regardless of occasional fence-jumping. And President Truman and his advisers (*above*) made it clearer than ever last week by asking for an economic program that was a frank request for deficit spending. Snorted Anti-Administration Democrat Byrd (*bottom row*), it "is the certain road to ruin. . . ." But meanwhile Very Irregular Republican Wayne Morse (*bottom row*) cosponsored a bill to implement just what Truman had been talking about.



TRUMAN LOOKS HAPPILY CONFIDENT AS HE MAKES HIS SPEECH ON THE ECONOMIC REPORT



*right*) and Margaret Smith (*at Taft's left*) generally follow the committee's policy, such Irregular Republican senators as Lodge (*next to Wherry*) and Saltonstall (*right*) sometimes cross the line and vote the other way.



**WITH DONNELL**, Republican of Missouri, Taft has a short discussion just outside the Senate Chamber during the debate on the Atlantic Pact.



**WITH DULLES**, new senator from New York, he has friendly chat even though they have just had an angry exchange on floor over Atlantic Pact.



**WITH GEORGE**, of Georgia, Taft walks up the stairs toward the Senate Chamber after the two have answered a quorum call on the Atlantic Pact.



Thomas (*far left*) follow official policy. But even with help of Vice President Barkley (*Lucas' left*) Lucas cannot count on such Anti-Administration Democrats as George (*Lucas' right*) and Russell (*second from right*).



**FENCE-JUMPER** Republican Morse (*at left*) and Left-Wing Democrat Murray, discuss bill they cosponsored. It is a \$15 billion "pump primer" that would set up unemployment works projects and increase the \$250 billion U.S. debt.



**FENCE-JUMPERS** Aiken (*background, left*) and Lodge (*background, right*), Republicans, join Barkley (*center*) and Democratic Leader Lucas (*left*) for lunch and informal discussion in Lucas' office near the Senate Chamber.





**GOETHE THE SKATER.** A handsome young man, Goethe enjoyed cutting figure eights on the river Main for his mother (center, standing) and other ladies.



**WERTHER**, suicide hero of Goethe's first novel, watches Lotte, his beloved.



**WERTHER** set a vogue in Europe for romantic costumes and melancholy.



**DUKE OF WEIMAR**, patron of Goethe's, returns from the hunt. Goethe was a Weimar court administrator who built roads and worked on the Duchy finances.

## EDITORIAL

# LESSONS FROM GOETHE

## "TO LIVE AS ONE LIKES IS PLEBEIAN; THE NOBLE MAN ASPIRES TO ORDER AND LAW"

From Aspen, Colo., the old mining town which has had a rebirth in recent years as a fashionable ski resort, there comes remarkable news. Great men have journeyed great distances to Aspen to make great speeches on the 200th anniversary of a great man's birth. The great man's name which thundered in the Rockies throughout early July was that of Johann Wolfgang von Goethe, who is better known abroad than here. Dr. Albert Schweitzer, the Alsatian medical missionary and "great man's great man" (pp. 74-82), came all the way from his tropical hospital at Lambaréné in French Equatorial Africa to tell us what Goethe meant to him. José Ortega y Gasset, Spanish philosopher who is best known in the U.S. for his brilliant anticollectivist tract on *The Revolt of the Masses*, traveled here from Portugal to exalt Goethe's personality. But the really remarkable news from Aspen was not that great men were speaking great pieces about a great foreigner. The point of Aspen was that citizens of the U.S., which Ortega had once stigmatized as the land of "unreasoning" men, were quite reasonably impressed by the show. Discussions about Goethe were animated and eager in the Hotel Jerome bar. Few of the nonscholar U.S. listeners could have known much about Goethe firsthand beyond some passages from a bad translation of *Faust*. Nevertheless they were hungry to hear all about a fascinating individual who lived and died more than a hundred years ago.

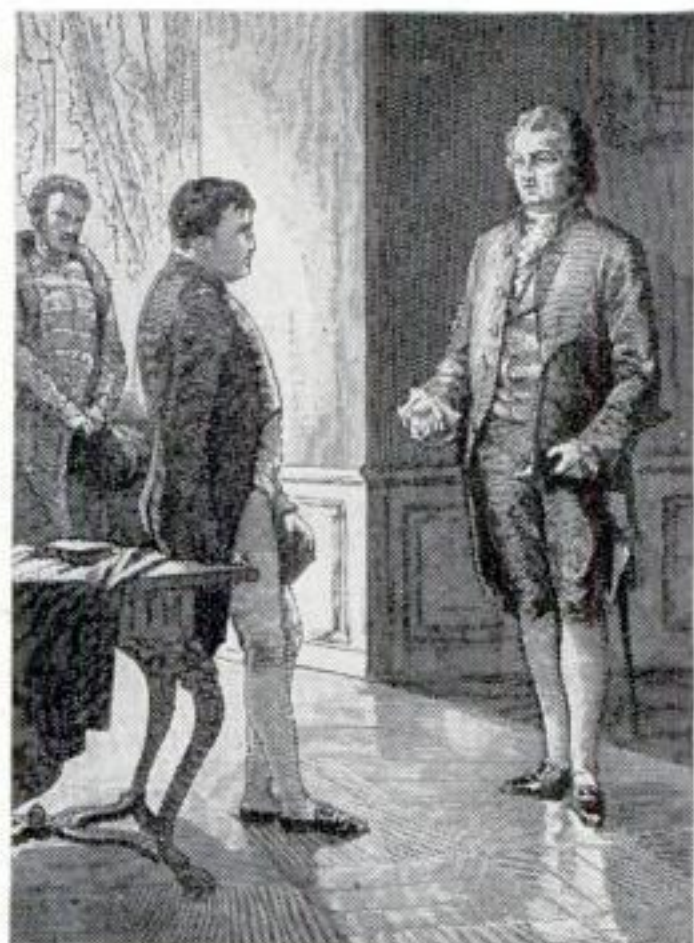
### A prodigious personality

Who was this great German whose name thundered in the Rockies? He was a prodigious, many-sided genius who found time for the equivalent of three or four lives before dying in 1832 at the age of 82. At one end of the scale he wrote great poetic dramas; at the other he wrote some perfect lyrics which composers have set to song. He saw Napoleon come and go; he lived through the time of the American and the French Revolutions; he was acclaimed by Carlyle in England and

by Ralph Waldo Emerson in America. He watched the first stirrings of the Industrial Revolution and feared what it might do to the personality of man. His own reaction to the events of his epoch was to take part in them but to keep cool; where others hailed the claims of the "masses" as mass, Goethe strove unceasingly to perfect himself as an individual. This meant versatility in small things (see the skating print, above); it also meant an attempt to understand universal law as exemplified in science, in art, in government, in ethics and in religious response to the Creator of the cosmos.

In his early years Goethe was a somewhat callow rebel against the genius of the 18th Century, which was a period that exalted harmony, balance and design. He wrote *The Sorrows of Young Werther*, which reveled in melancholia. This novel about a gloomy and romantic young man who committed suicide because he had fallen in love with an already engaged woman swept Europe, even causing a wave of imitative suicides. Goethe's first

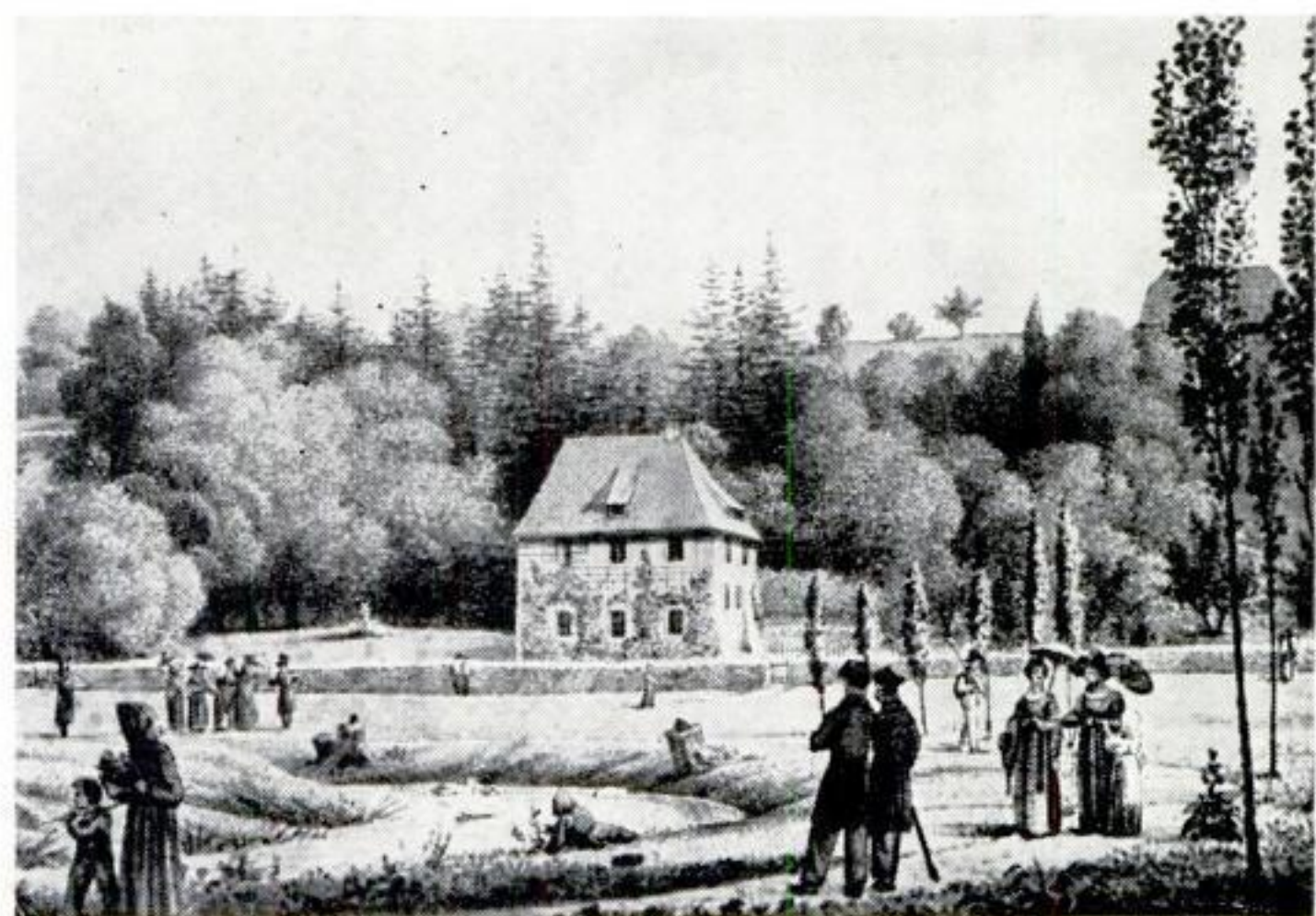




**NAPOLEON SEES GOETHE**, says "Voilà un homme!" after hour's talk.



**SCENE FROM "FAUST."** Goethe's drama is of man's triumph over devil.



**GOETHE'S GARDEN HOUSE** at Weimar. Here he spent warm months of the year, wrote much of *Wilhelm Meister*, *Faust*. He used this print as greeting card.



**THE AGED GOETHE** dictates to his secretary in his study at Weimar. In the window are some of the plants which interested Goethe for botanical experiments.

successful play touched off the "storm and stress" excitement which made such an appeal to the Germans of the pre-Napoleonic years. But being a forerunner of the Left Bank-Greenwich Village artistic mentality soon bored Goethe. To engage his energies in slack creative periods he sought an additional career as a man of action and an administrator.

Taking service with the Duke of Weimar, he reconstructed old copper mines; he ran the road system and the school system; he directed the Weimar theater; he built factories; he balanced the Weimar budget. As a man of science he studied everything from the theory of light to botany. He loved to observe cloud formations; he picked at rock strata and studied crystals. He discovered a rudimentary intermaxillary bone in the human face that proved an anatomical cousinship between man and beast and so provided an 18th Century foreshadowing of the Darwinian theory.

Meanwhile Goethe, the man of letters, was changing and growing. A two-year sojourn in Italy brought Goethe into close touch with the heritage of Greece and Rome. The romantic writer slowly evolved into the classic dramatist and poet: Goethe's later heroes—*Wilhelm Meister* and *Faust*—won through to a fundamental "agreement with life" which would have been quite beyond

the understanding of the young Werther. *Meister*, after much chopping and changing, became a physician; *Faust* successively rejected the ivory tower of the academician and the black magic of Mephistopheles, the Devil, to work at a job of reclaiming land from the sea. Goethe put the finishing touches on the second part of *Faust* a few months before he died; the great drama ends with *Faust's* redemption and return to the Christian way.

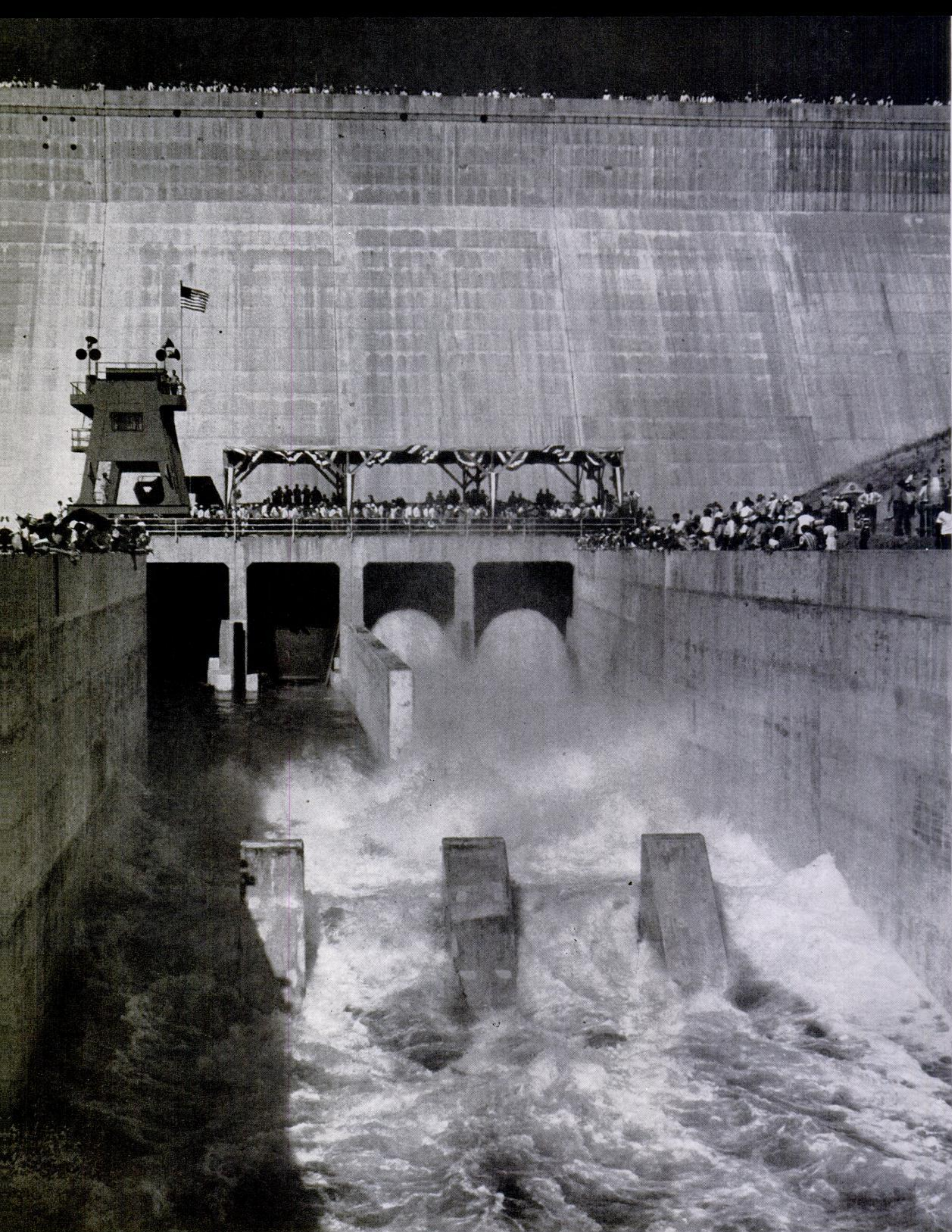
### Rebuke to triviality

Schweitzer, Ortega, U.S. Novelist Thornton Wilder and U.S. Educator Robert M. Hutchins all drew certain important morals at Aspen from Goethe. To Hutchins the protean career of Goethe, with its striving for "universality," was a rebuke to our "trivial" ways. Wilder approved Goethe's vast immersion in life as the precondition of great art. Schweitzer testified to the inspiration he had derived from Goethe's faculty for doing the day's duty, no matter how small it might be. Ortega extolled Goethe's individualism as the positive cure for the irresponsibility of the "mass-man." Twenty years ago Ortega clinched the main point of his *The Revolt of the Masses* by quoting Goethe's famous saying, "To live as one likes is plebeian; the noble man aspires to order and law."

It was the art of living the noble life which Ortega pounded home at Aspen.

Underlying all the morals drawn at Aspen was Goethe's belief that the universe is not the sum of a series of meaningless accidents. Goethe believed that all things work by law, by general principles; he wanted to know what was generally and basically true about nature and about the humanity that aspires in the midst of nature to the divine. The discernment of order and law, of basic principle, made the American Republic in the 18th Century and created the science which has enabled the physicist to split the atom in the 20th. Modern man, with his habit of extreme specialization, may have been getting too far removed from a concern with great principles, with basic truths. The hopeful thing about the Goethe festival is that it promises a reversal of this trend. Far from merely "making culture hum," Aspen proved that the example of a great man can have an enormously revitalizing effect in lifting us out of the ruck of the expedient, the relative and the narrowly pragmatic. Goethe's greatest work of art was his life, which was devoted to the search for what is universally true. Not everyone can aspire to Goethe's literary artistry or scientific aptitude. But everyone can aspire to his basic attitude toward life, for Goethe tackled even the smallest things in a purposeful and meaningful way.

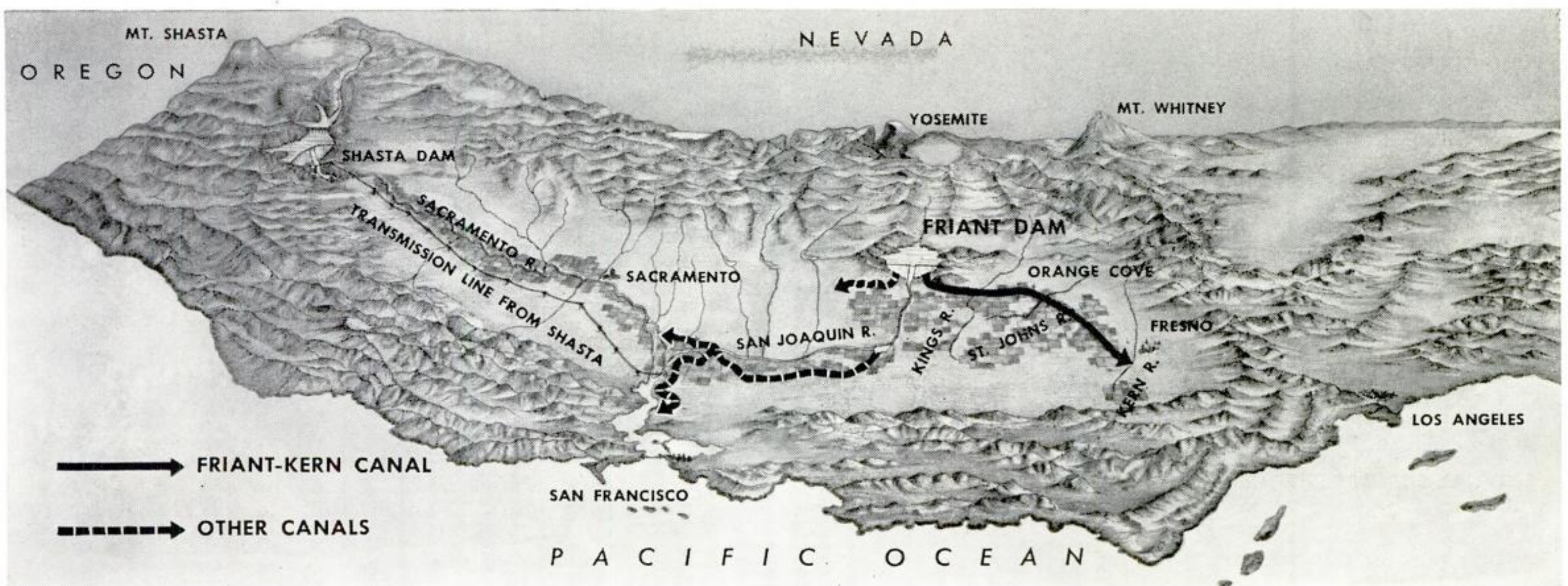




**THE DAM GATES OPEN** and Californians cheer as water begins flowing into the Friant-Kern Canal. Spectators lined top of dam and both sides of canal for ceremony

despite the fierce heat. Eventually the canal will carry water 153 miles to Kern River, near Bakersfield, and all four gates will be used to meet irrigation needs of 600,000 acres.





**CENTRAL VALLEY PROJECT** is designed to utilize and control the heavy snows and rains of the high Sierras (*top*) to irrigate the 500-mile-long valley. Shasta Dam, completed in 1944, controls flow of the Sacramento River, which feeds the Delta Mendota

Canal. Friant Dam taps the central watershed and controls the San Joaquin River. Through the new Friant-Kern Canal, it will irrigate the southern end of valley where little snow or rain falls, even in winter. Project also provides additional electric power.

## WATER FOR A NEW EDEN

**The Friant-Kern Canal answers prayers of farmers who work some of California's richest but thirstiest land**

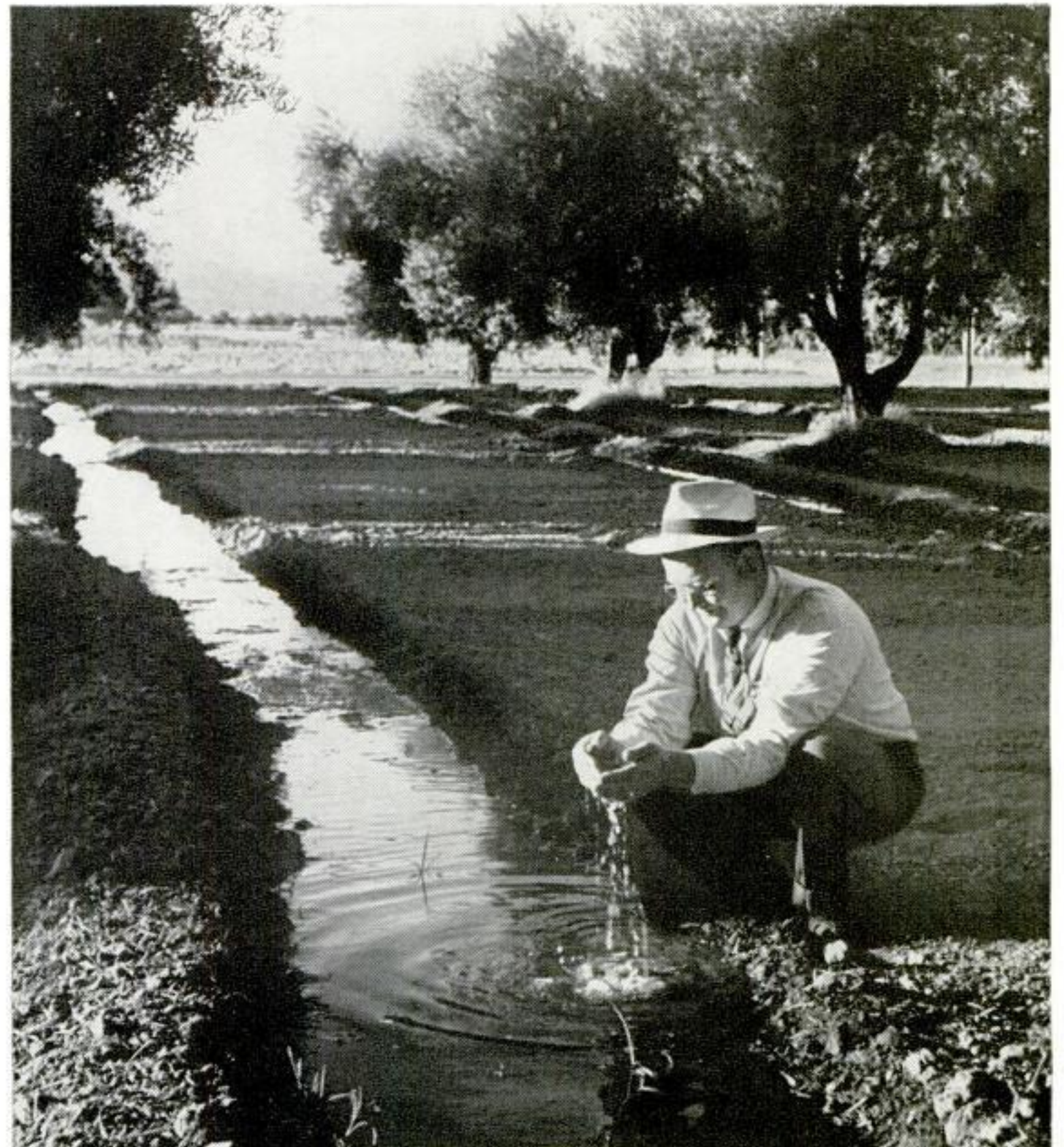
On July 9 the residents of the arid southern part of California's great Central Valley might well have been crazy with the heat—it ranged from 105° to 108°. But it was not heat that provoked the antics shown below. It was an almost idolatrous worship of water. At a ceremony at the huge Friant Dam (*opposite*), in which Governor Earl Warren predicted the

valley would become a modern Eden, water began to flow southward through the partially completed Friant-Kern irrigation canal (*map*). The opening of the canal was a mighty forward step in the \$400 million, 26-year-old project which has begun to harness the Sacramento and San Joaquin Rivers. Four of an eventual 18 irrigation districts were ready to distrib-

ute the Friant waters to southern fruit, cotton and wheat growers. But joy was not unanimous. Large landholders were not abandoning their deep wells. They were still fighting a federal regulation which they claim discriminated against them. Under a law passed in 1902 a single owner can get only enough water from such a federal project to irrigate 160 acres.

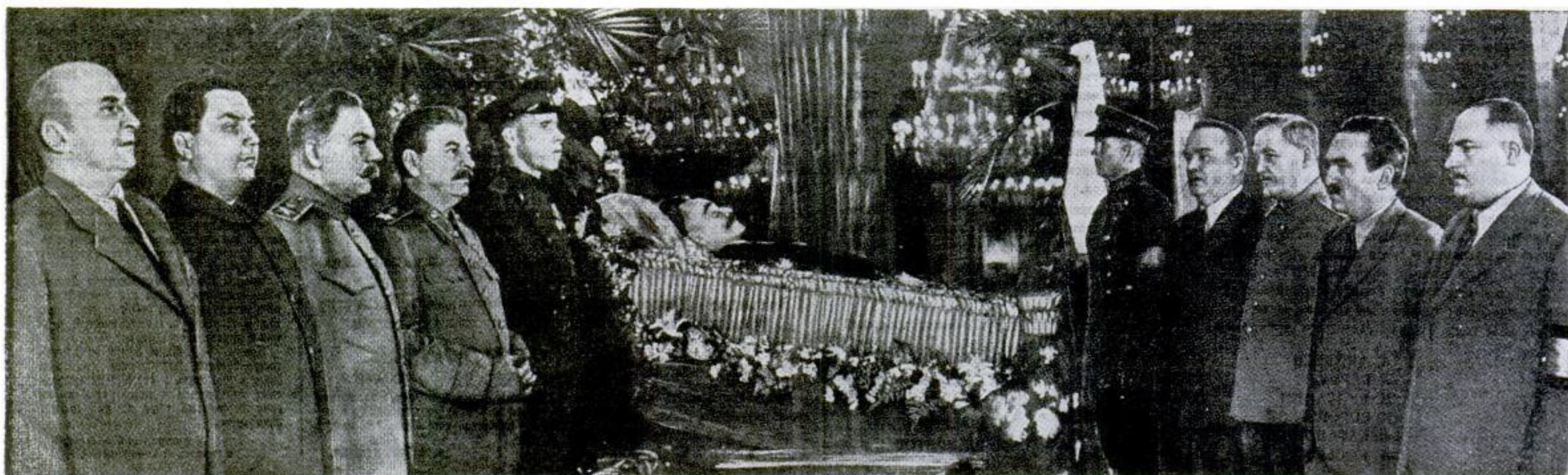


**LIONS CLUB** of Orange Cove, a small town 50 miles below Friant Dam, tries to form a triumphant pyramid under shower pumped over the bank of the slowly filling canal.



**OLIVE GROWER** Harvey Chase welcomed water and said, "It looked like we might blow away before water came, but it's here and there's going to be a hot time tonight."





**MEMORIAL SERVICE** for Dimitrov in Moscow was attended by Communism's top brass. The order of appearance caused speculation: while *Pravda* described Malenkov

(second from left) as next to Stalin, actually Marshal Voroshilov stood beside him with Beria (left) three places removed. Ex-Foreign Minister Molotov was not present at all.

## DIMITROV JOINS COMMUNIST "IMMORTALS"

Georgi Dimitrov was a big man—big in stature, big in the turbulent rise of international Communism. A tall and hulking figure in his prime, with waving, grizzled hair and an iron-gray mustache, he was a daring organizer and a master in the complicated art of dialectics. He was a revolutionary from the time of his boyhood in the village of Kovatchevtsi in Bulgaria. In the violent early 1920s he fled Bulgaria to Yugoslavia, Austria and finally Germany. As the prototype of a Balkan revolutionary, he had already won Moscow's admiration; in 1933, for a brief period, he rose from underground obscurity to gain the admiration of the free world. Arrested in Germany for complicity in the Reichstag fire which served as Hitler's excuse to stamp out the German Communist party, Dimitrov conducted his own masterful defense, denounced Hermann Göring to his face and, Nazi legalistics notwithstanding, won his acquittal. Moscow gave him So-

viet citizenship at once and flew him to the Kremlin.

Eleven years later Moscow flew him back to his native land. He had been in exile 22 years, had risen to membership in the Supreme Soviet and had held the top post in the Comintern. Now he relinquished his Soviet citizenship, and as the Red dictator of his Bulgarian homeland he vowed to sweep clean "with an iron broom." The democratic leaders who had led Bulgaria's 1944 uprising against the Nazis were liquidated one by one, and in the Balkans Dimitrov's stature rivaled that of Marshal Tito, his good friend and Yugoslavia's then loyal Communist leader. He grew almost too big for comfort; the possibility of his setting up a Balkan federation with Tito was disquieting, and Moscow publicly slapped him down. Tito's defection from the Communist line got Dimitrov into further trouble—"Titoism" was rife in his own party, and even a purge which he conducted in its ranks was not entirely convincing. When Rus-

sia gave him "home leave" last April to recover in a Moscow sanitarium from diabetes, there were many who believed Dimitrov would not return.

But Georgi Dimitrov came home after all, a big man still, even in death. Like every other act of his, the act of dying aroused speculation; it brought painfully close to Communists everywhere the fact that death might not be far away for Josef Stalin himself. In Dimitrov's case a supercabinet of six men took over permanently the leadership he had relinquished four months before. Top Russian and Bulgarian leaders accompanied his body to Sofia and watched with 500,000 Bulgarians as he was laid to rest in a huge limestone mausoleum (right), built in six days and nights and to be replaced later by a permanent structure of black marble. Like Lenin, Dimitrov would be embalmed—a signal Communist honor—so that Bulgaria would never forget, as long as the red flag waved, what a big man he was.



**PALLBEARERS** in Sofia included aging Soviet Marshal Voroshilov (center) and Vulko Chervenko (right), likeliest candidate to succeed Dimitrov as Bulgaria's politburo head.



**FLORAL WREATHS** came from all parts of Soviet world, were banked before bier (background) in National Assembly building, where thousands viewed Dimitrov's body.





**EUROPE'S TOP COMMUNISTS** were at great new mausoleum where Dimitrov was laid away by honor guard of partisans (*lower left*). Oldtime German Communist Pieck

rubbed elbows with Romania's Ana Pauker, who once publicly rebuked Dimitrov for Balkan federation ideas; also present were Romanian Premier Groza and France's Thorez.



**DIMITROV'S FAMILY** kneel before coffin. He and his wife Rosa (*center*) adopted two children Sanja (*left*) and Boiko. His only surviving brother kneels behind them.



**CROWDS LINING STREETS** reflected varying emotions as Dimitrov's body was carried past. Some wept (*above*); others watched stony-faced. Slogans praised Dimitrov.



# LIFE

## CONGRATULATES...



DAVID O. SELZNICK

Hollywood's top independent producer (*Gone With The Wind*, *Rebecca*) finally married Jennifer Jones, 30, his top star (*Song of Bernadette*, *Duel in the Sun*) twice in the same day, on land and at sea. The first ceremony, aboard a yacht off the Italian Riviera, was repeated in Genoa to conform with Italian law. The dark-eyed, intense beauty was previously married to Robert Walker. Selznick, 47, recently divorced Producer Irene Mayer.



ELIJAH E. FOGELSON

In Santa Fe a New Mexico supreme court justice united the Texas oilman, rancher and sportsman, known as "Buddy," and Actress Greer Garson. The green-eyed Irish-born Greer, 40, great wartime star, divorced her second husband, Richard Ney, in 1947. They had met on the set of *Mrs. Miniver*, in which Ney played Miss Garson's son. During the war Fogelson, 48, who met Greer about 18 months ago, was a colonel on Eisenhower's staff.



ROBERT CHAPPUIS

Michigan's all-American halfback married his college sweetheart, Ann Gestie, 22, (*LIFE*, Nov. 3, '47) at Fargo, N. Dak. Chappuis, 26, now plays professional football for the Chicago Hornets.



FRITZ H. GRAU

The young (25) San Francisco engineer married Katherine O'Brien, 23, in Nevada's old silver capital, Virginia City, where the bride's great-grandfather, John W. Mackay, struck it rich.



OGDEN REID JR.

The handsome 24-year-old son of the owner of the New York *Herald Tribune*, married Socialite Mary Louise Stewart, 24, in New York. He will work on the staff of the family newspaper.





PETER SHAW

Trying out her wedding gown, Actress Angela Lansbury skips happily across the green back lot at M-G-M in Hollywood, with Peter Shaw, her agile bridegroom-to-be. Angela, 23, is just completing *The Red Danube* after earlier successes in *Gaslight*, *National Velvet*, *The Harvey Girls* and

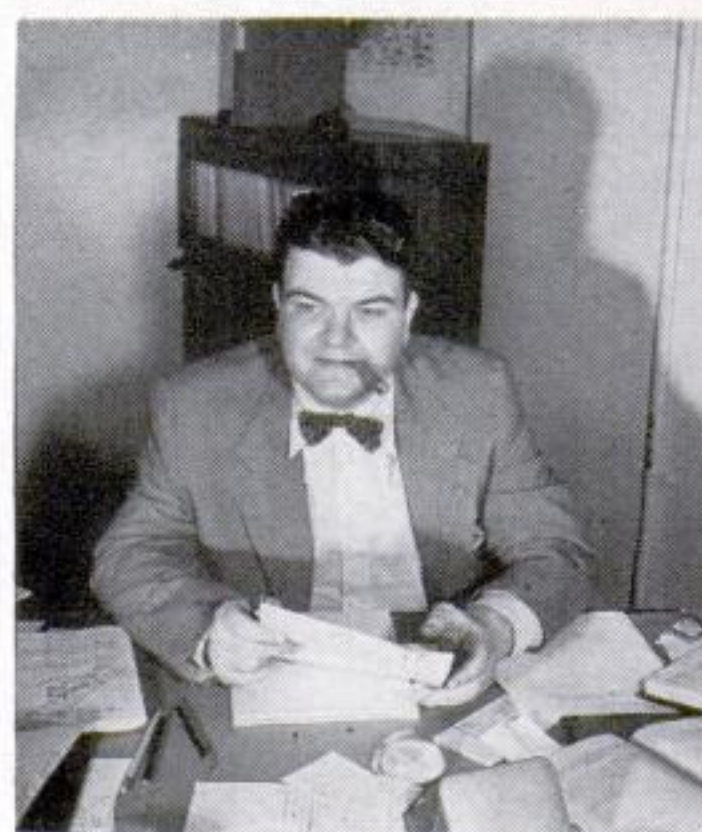
*The Hoodlum Saint*, and will marry Shaw in London the week of Aug. 8. Angela is the granddaughter of the late George Lansbury, M.P., oldtime socialist, pacifist and disciple of another Shaw—George Bernard. Shaw, 31, is an interior decorator with a Hollywood firm, "House of Fantasy."



## HIS CAREER WAS COLORFUL



**AT HARVARD** Kentucky's "future governor" made faces in the law school "moot court," promised his favorite professor he could rewrite state statutes, someday. His favorite evening's joke was to eat a huge meal at a restaurant, then bawl, "Waiter, take away these hors d'oeuvres and bring on the meal."



**IN WASHINGTON** he liked cigars and jokes. At draft board he said, "They've scraped the bottom and now they want the barrel." He was in Army seven weeks.



**BACK HOME** after six years in Washington, Prichard wore a wide-brimmed hat, stood in front of state capitol which he had boasted he would occupy someday.



**IN COURT** Prichard smiles weakly as he leaves with marshal just after being convicted. Always the publicity

hound while in Washington, he became suddenly close-mouthed after conviction, refused to talk to reporters.

# A BRIGHT BOY'S RISE AND FALL

## Kentucky's "future governor" slips

*It 6 a.m. on election day last Nov. 2 in Paris, Ky. a poll watcher picked up a ballot box, heard a wispy rustling inside. The result: last week young (34) Edward Fretwell ("Sonny") Prichard of Paris, Ky. was found guilty of ballot-box stuffing and sentenced to two years in jail.*

As a boy in Paris, Ky. Sonny Prichard was fat and clumsy. On hikes he got tangled in blackberry bushes and trapped in wire fences. But Sonny answered boyish taunts with "I'll be governor of Kentucky some day."

Sonny made a good start. He went to Princeton, where he graduated *summa cum laude*. On to Harvard Law School, where he attended one out of three classes but got straight A's anyway. Felix Frankfurter promptly called him to Washington.

Amid the sociological excitement of New Deal Washington, orotund, sassy "Pritch," as he now liked to be known, reached his fullest flower. He worked for Frankfurter, Attorney General Biddle, Sidney Hillman, became assistant to Economic Stabilizer Fred Vinson, another Kentuckian, now Chief Justice of the U.S. With 12 other New Deal bachelors he rented a mansion. His imitations of Hoover were a scream. He was, everybody agreed, a promising comer in the New Deal.

Then, in 1945, he went home to Bourbon County. He dived into local politics, spent his spare time running a law firm with his Harvard roommate Philip Ardery, son of a circuit judge.

It was Philip's father who testified that Prichard confessed the crime just after the election. Everyone wondered why Prichard would do this in solidly Democratic Bourbon County. Was he trying to show how big a plurality he could help the Democrats get? No one knew.

*Whatever the motive, the schoolboy friends of Sonny Prichard last week watched the spectacle of their brilliant, promising young native son being led off ignominiously through a dirty, puddle-strewn alley to jail for a crime the stupidest ward heeler would have been too smart to get caught at.*



**Fresh-Tomato Flavor...**  
that's why folks choose *Campbell's*



"IT'S ON MOST  
SHOPPING LISTS."



"MY FAMILY  
JUST LOVES IT!"

**Millions who know tomato juice  
say, "Campbell's is the one!"**

If you could go into the sun-drenched fields at harvest time, and see the tomatoes that go into Campbell's Tomato Juice, you'd soon understand where that delicious fresh-tomato flavor comes from!

For these luscious red beauties are the world's finest, grown specially for Campbell's from special seed.

Then, too, there is Campbell's special process, which retains that wonderful, tangy flavor, and safeguards the valuable tomato vitamins. No wonder more and more families every day are switching to Campbell's Tomato Juice! It's delicious! Try it today!

*Campbell's* **TOMATO JUICE**

SIZES { 13½ oz.  
46 oz.



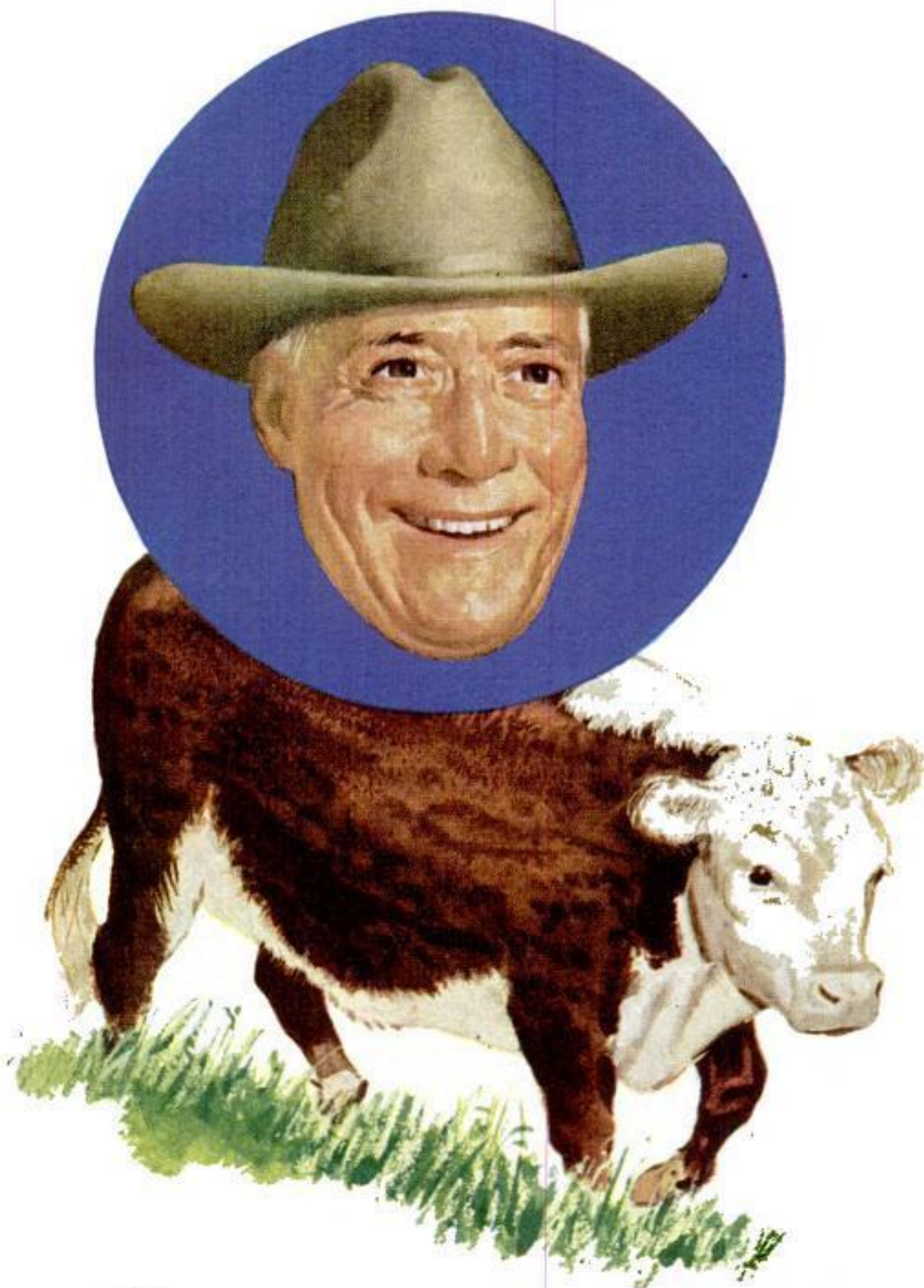
LOOK FOR THE RED-AND-WHITE LABEL



# YOUR MEAT

*AND HOW IT*

*... From Farm ... to Plant ... to*



## **1** "I grow it..."

This man is custodian of the American soil that grows your meat supply. Every year it takes an average of 5 acres of range, pasture and grainland to grow the meat for each man, woman and child in America. He is the man who decides how many steers, hogs and lambs will be available for meat one to three years from now, and who backs his judgment with his own time and money. There are 5,000,000 farmers and ranchers devoting full or part time to this job.



## **2** "I process it..."

This man smokes your ham, spices your sausage. His expert knife takes off the hide in a neat "pattern" so that it's worth more to the shoemaker. He saves the glands for vital medicines. His skills (often passed on from father to son) are the indispensable link between "meat on the land" and meat on the table. There are 300,000 of him and her in 4,000 different meat packing companies.



We know you want meat today, but what kind will it be?

This chart shows 37 different cuts that come from beef alone. How many of them do you know?

One thing you know for sure—that whenever, wherever you shop, you will find a wide variety of meat to choose from—beef, pork, lamb, veal and sausage—all in fine, wholesome condition.

You take this service for granted, and you should. It's the meat team's job.

But to make possible this everyday American privilege of meat on the table, at home or when you "eat out," calls for the services of a lot of people. Farmers, packers, retailers—and all the people who work with them in transportation, marketing and distribution—millions of them altogether.



# SUPPLY TEAM

**SERVES YOU**

*Store*



**3** "I sell it..."

Your meat-man has to know yesterday what you want tomorrow. He is an artist with knife and saw at making meat cuts you want. He is a good adviser on making your meat budget stretch. He is competing for your patronage with the store across the street in quality, service and price. There are 1,000,000 meat-men in retail stores.

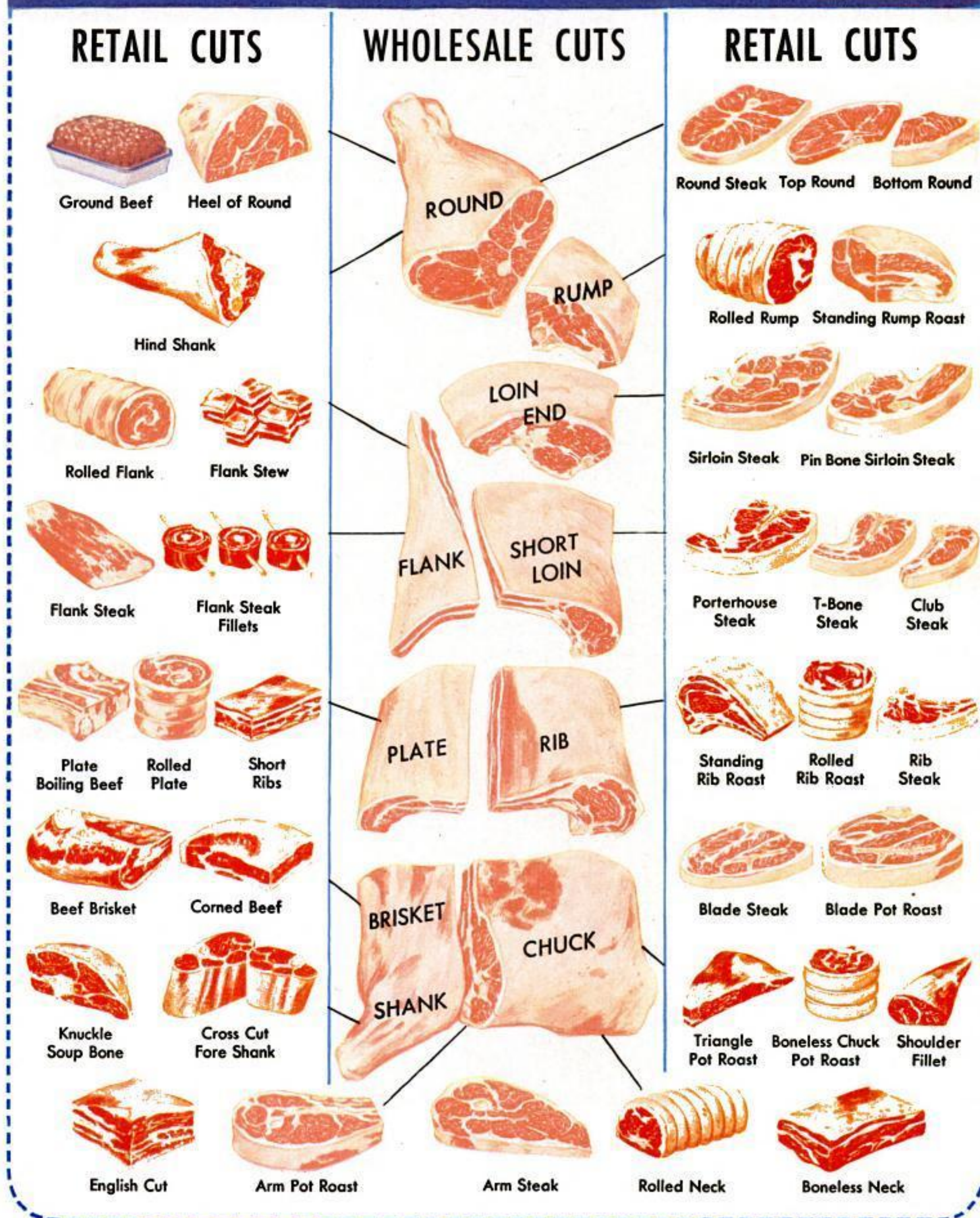
What about the cost of this service?

This farm-to-plant-to-store service, with all its complications, is an outstanding example of American-style teamwork that helps all America. Actually, it is so efficient that *meat moves from farm to table at a lower service cost than almost any other food.*

**American Meat Institute**

Headquarters, Chicago • Members throughout the U. S.

*Look what happened to a side of Beef!*



**MEAT**

**SERVES EVERYBODY**

*the people...the soil...the nation*

The vigor, productivity and healthy outlook of Americans come from a diet built around meat.

The soil, America's most precious physical asset, is conserved and rebuilt by new emphasis on livestock farming.

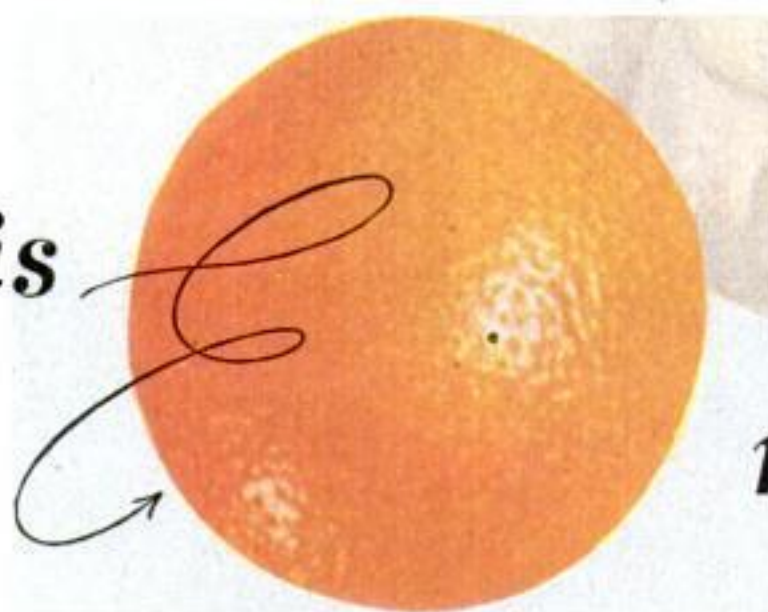
Meat animals convert into human food products that would otherwise go to waste—grasses from range lands, sugar beet pulp, cottonseed meal and many others.

A healthy and expanding meat industry is an essential part of the strength of a growing America.



*F*<sup>\*</sup>resh orange juice

comes only in this



round package

It gives you *all* the flavor, *all* the health. Mother Nature's own package locks in every bit of the goodness and health of fresh oranges and carries it pure and untouched to your table.

When you squeeze juice fresh from those firm California oranges, picked

at the peak of tree ripeness, *all* the flavor is there . . . rich, tangy, fragrant . . . like a glass of early-morning sunshine. And *all* the health is there too . . . vitamin C, the keep-young vitamin . . . vitamins A and B and important minerals.

Bring your family to breakfast on the run with *fresh* orange juice. Remember — only the best oranges are shipped *fresh*. Buy famous Sunkist Oranges or one of the other good, dependable grades — all from the same California-Arizona growers.

*California Oranges*

**Sunkist**

BEST FOR JUICE  
—and *Every* use!



*\*Fresh as a spray of  
white camellias in early-  
morning sunshine*



**JUICY SMALL ORANGES — BEST VALUE!**

*Small oranges are plentiful again this summer. Just as sweet, just as good, but, as these coin pictures show, you get more juice for your money. Buy small oranges today.*





**CONFIDENT SMILES** animate the strong faces of (from left) brothers Victor, Roy and Walter Reuther before Walter's re-election to U.A.W.'s presidency. Victor

is bandaged from a murder attempt of last May which destroyed one eye. Walter was shot a year earlier. So far gunmen have avoided Roy. All three are officials of the union.

## THE RUGGED REUTHERS ENTER ROUND FOUR

**Triumphant at the auto workers' convention, labor's battered brothers prepare for a battle with Ford**

All over the U.S. last week labor was talking tough, and the battered-looking trio above stood with confident smiles on their faces at the place where the talk was getting the toughest. They are the most powerful brothers in American labor, the Reuthers of C.I.O.'s United Automobile Workers (LIFE, June 6). In convention at Milwaukee last week brother Walter Reuther was re-elected to the international presidency of U.A.W. He led his slate to a smashing victory over a Communist-line fringe trying forlornly to recapture the ma-

turing power and political influence which U.A.W. wields with 900,000 U.S. auto workers.

Because his victory at Milwaukee coincided with other events, Walter Reuther was immediately thrown into the front line of U.S. labor's current big fight. This was Round Four in the post-war labor-management contest over industry contracts. Round One was in 1946, Round Two in 1947 and Round Three in 1948. In these rounds labor won three successive wage increases. Now, after a decade of rising wages, U.A.W. felt it could

assess its working members up to \$12 apiece a year to raise a \$10 million strike fund if necessary to win a new raise and other benefits in Round Four.

This year, as usual, C.I.O.'s Steel Boss Philip Murray (p. 38) started the fight. But last week both Murray and Big Steel agreed to accept President Truman's 60-day truce and let a three-man board recommend a settlement of differences. This diverted C.I.O.'s drive to Detroit. Walter Reuther's immediate fight will be with Ford, where the contract of U.A.W.'s big Local 600 expired last week.





**REUTHER DEFEAT** comes in vote on motion to hold the union's conventions every other year instead of annually. By a show of hands the delegates voted overwhelmingly

against Reuther, whose power in U.A.W. is still subject to rank-and-file decision. After this defeat he decided not to introduce a motion to raise dues from \$1.50 to \$2 a month.



**HARD-WORKING DELEGATES** from local unions pass their time between speeches reading printed copies of speeches already made. The huge liquor bottle on the table is there for advertising reasons only. Most of the delegates behaved soberly. Milwaukee police investigated only one disturbance: the throwing of a bottle from a hotel window.



**TOLEDO DELEGATION** provides relief from oratory by presenting women's chorus of U.A.W. Local 12. Women's activity in the union has been stimulated by Reuther's growing interest in welfare and health guarantees in contracts with the auto industry. At Ford, U.A.W. wants a 5% welfare and hospital fund in addition to raises and pensions.





**"ONE OF THE BOYS,"** Congressman Franklin D. Roosevelt Jr. (seated, *right*), made the principal speech of the convention, declared that he felt more like "a brother" than a visitor and added, "I not only am glad to be here; I belong here." The young faces behind him are part of a huge photo mural that decorated U.A.W.'s convention stage. Around

the mural were signs proclaiming, "For these we fight—Health, Opportunity, Security." Speaker Roosevelt roundly criticized U.S. Steel for suggesting that President Truman invoke the Taft-Hartley Act in the Big Steel dispute. A day later, as C.I.O.'s steel strike deadline approached, Big Steel reluctantly accepted the Truman mediation offer.



## SALON-SAFE FOR "PROBLEM" HAIR SALON-SMART FOR EVERY HEAD

When your hair is that soft, fine kind, you want a home permanent that really *pampers* your hair!

With the new, improved Richard Hudnut Home Permanent you can be sure of lovely, safe, gentle "salon-type" results.

That's because you use the same sort of preparations...even the same improved cold wave process found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, *cream* waving lotion. No worry about being able to do a good job.

*If you can roll your hair on curlers, you'll manage beautifully!*

There isn't a more luxurious, softer, more natural-looking home wave for *any* head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



### HERE'S WHY USERS PREFER HUDNUT!\*

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

\*As expressed by a cross section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

## New! Improved! Richard Hudnut Home Permanent



Just follow the crystal clear directions for the simplest, easiest, most successful home permanent ever.



### Auto Workers CONTINUED

## LABOR MAKES MORE BIG NEWS

The Reuther brothers were not the only personalities, nor the auto workers the only union, to make big labor news last week. Additional big news was made by the union leaders pictured below. The continuity of labor's postwar leadership is underscored by the fact that they are the same men who have made newspaper headlines for four years and who, with one exception, will continue to make them in the future.

### PHILIP MURRAY

Behind Harry Truman's blocking, the C.I.O. quarterback ran around left end to score a first down in labor's drive for a fourth-round wage increase. The White House, which was still in Murray's debt as a result of the 1948 elections, cleverly helped his union by-pass Taft-Hartley Act and mouse-trapped Big Steel into consenting to appointment of a fact-finding board which held off a strike of one million steelworkers.



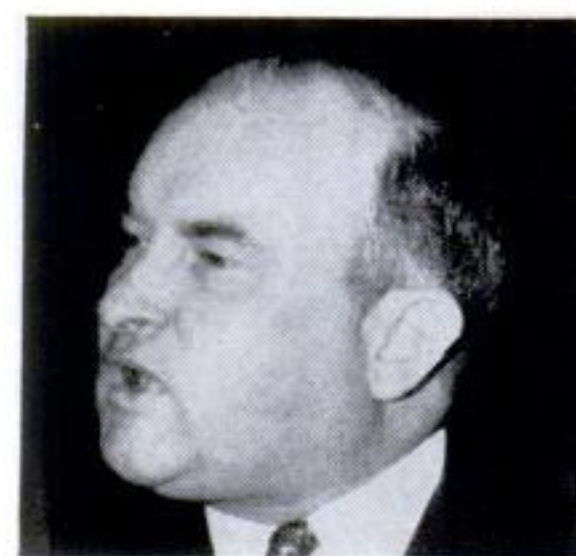
### HARRY BRIDGES

The West Coast longshoremen's boss would go before the Senate to air his side of the strike throttling Hawaii's economy. But there was talk that Phil Murray, fed up with left-wing nonsense, might boot Bridges' union out of C.I.O. Meanwhile the government, which has indicted Bridges for fraudulently obtaining citizenship (by denying he was a Communist) is about to try again to boot him out of the U.S.



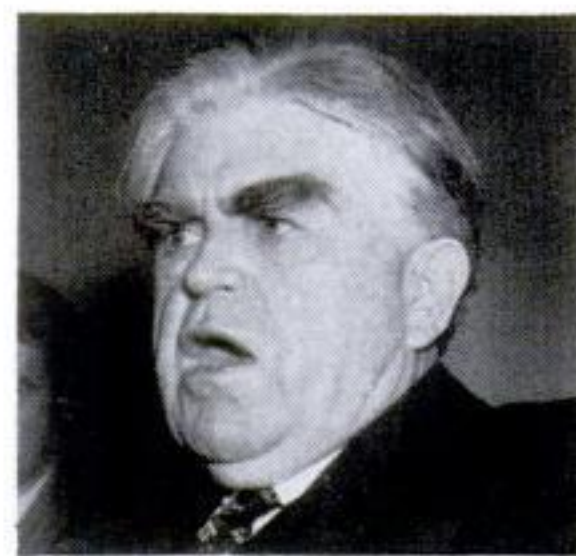
### MICHAEL QUILL

He led his C.I.O. Transport Workers Union in a strike which shut down 29 New York bus lines, affecting 1,192,000 riders, threatened to force 1,600,000 more into subways and taxicabs by calling a strike on the Third Avenue line as well. The walkout began over suspension (or firing, as the union said) of four mechanics who objected to new working schedule, quickly became a showdown on wages, hours, pensions.



### JOHN L. LEWIS

The soft three-day week his soft-coal miners have been working since June 30 was defended in the Mine Workers Journal as an instrument which protected "miners, stockholders and mining communities against... cutthroat competition." A simpler explanation: the slowdown would reduce the coal supply and improve the union's position whenever Lewis might choose to resume negotiations with operators.



### ALEXANDER F. WHITNEY

A onetime candy butcher who rose to president of the trainmen's brotherhood, he died suddenly of a heart attack on July 16 at the age of 76. A union autocrat, he led the two-day 1946 rail strike, broke with Truman when the President threatened to draft strikers into the Army but turned around and helped elect him in 1948. He died hating Senator Taft, whose labor bill, he charged, would put the U.S. "one step from Hitler's form of government."





# LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much *more* real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

**B. G. CONNER**, independent tobacco buyer of South Boston, Va., says: "I've seen the makers of Luckies buy fine tobacco at auction after auction. I've smoked Luckies myself for 18 years." Here's more evidence that Luckies are a finer cigarette!



**L.S./M.F.T. — Lucky Strike Means Fine Tobacco**

So round, so firm, so fully packed—so free and easy on the draw

COPR., THE AMERICAN TOBACCO COMPANY





## It's still the thing to do...

Although the elegant daguerreotypes of 1847 have changed to radiant, candid snapshots —pasting pictures in your wedding album is still a fine old custom. And brides today—as they did in 1847—cherish another fine tradition...

## It's still the thing to own...

More brides choose beautiful 1847 Rogers Bros. silverplate than any other! For over 102 years it has been a cherished American tradition.

Today the trademark on "1847" promises an extra height and depth of ornament and a perfection of balance and detail usually found only in solid silver!

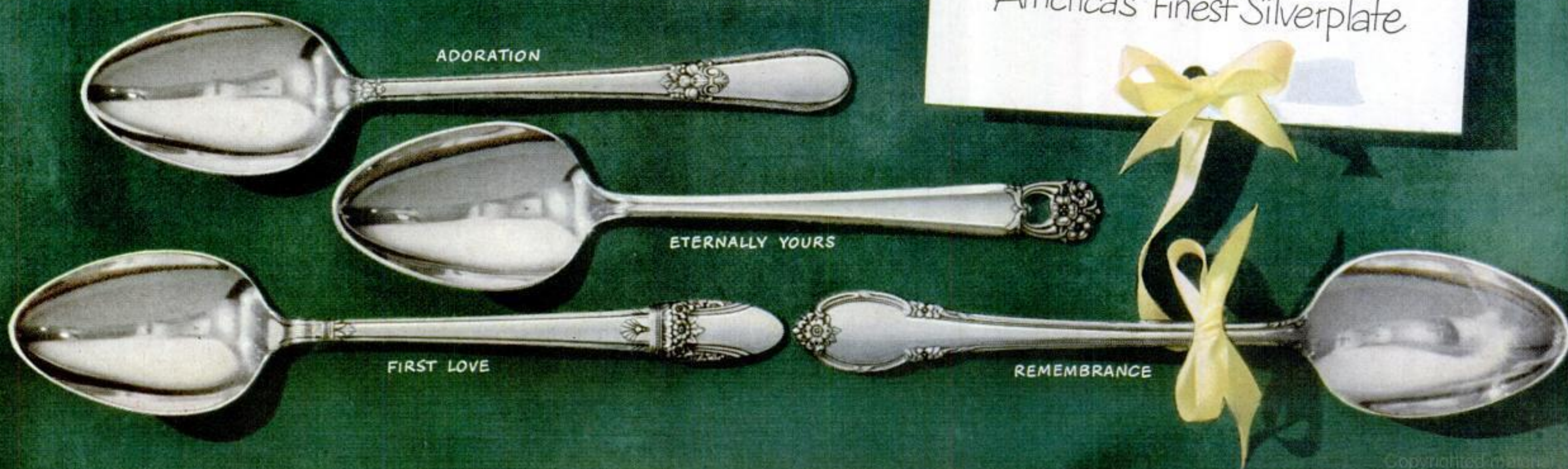
52-piece service for eight, \$64.75, with chest. No Federal tax. Same price as in 1945!



COPYRIGHT 1949, THE INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.

## 1847 ROGERS BROS.

for 102 years  
America's Finest Silverplate



Copyrighted material



# POPCORN BONANZA

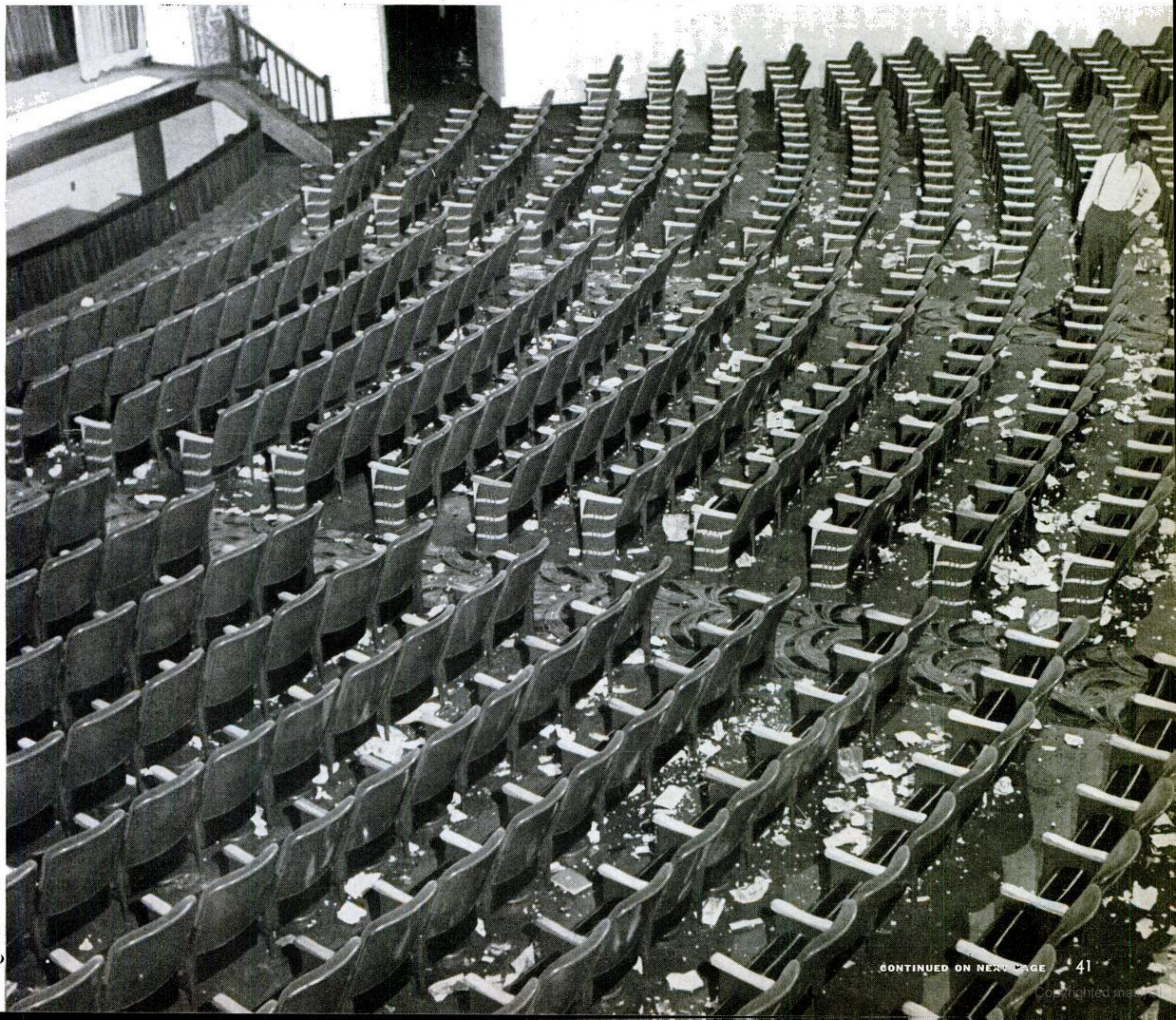
## Fans are eating movie exhibitors out of the red

The greatest single attraction in any U.S. motion picture theater last week was not Clark Gable, Jane Russell or even Danny Kaye. It was popcorn. From Flatbush to Fresno, in thousands of independent theaters and chain houses, millions of Americans contentedly munched salty, oil-covered white kernels and littered the floors with rustleproof bags (*below*). Theater men, who once had viewed popcorn with suspicion, did not mind the mess a bit. Many of them frankly confessed that this strange, national hunger had come to mean the difference between profit and loss. A typical small movie house, the Esquire in Fresno, Calif., seating 1,200 persons, grosses from \$400 to \$1,000 a week on popcorn, of which 80% is profit. Although kids are the biggest and most constant buyers (*right and pp. 42, 43*), the Esquire sells an average of 11¢ worth of popcorn and candy to every ticket holder. Thanks to such prodigious theater sales, popcorn producers now market 2,400,000,000 bags a year. This has meant a good deal of money for American growers, who receive \$8 a hundred pounds for the unpopped corn, and a great deal more for retailers, who make 7¢ to 8¢ on a single 10¢ bag. An Indiana entrepreneur, Marc Jay Wolf (*p. 44*), looks forward happily to the day when every theater lobby will have "a meat market, a grocery store and a haberdashery." Another exhibitor prefers pictures that help sell popcorn. By this new rating system, Abbott and Costello are the champs. Their comedies sell more popcorn than anybody.



A YOUNG TEXAS MOVIEGOER LAYS IN A GOOD TWO-HOUR SUPPLY OF POPCORN

THE MESSY AFTERMATH OF A SATURDAY DOUBLE FEATURE AND MIDNIGHT SHOW IN MUNCIE, IND. IS RUEFULLY SURVEYED BY A WEARY RIVOLI THEATER PORTER





# For her *Watch Anniversary* an *Elgin*



**"IT LOOKS SO  
LOVELY ON MY WRIST,"**

says Mrs. Kohler. "And I am  
intrigued by the inside story  
about my Elgin—its  
miracle mainspring."

MRS. JOHN KOHLER of Kohler,  
Wisconsin, whose husband wisely con-  
sulted his jeweler on the "official"  
gift for the 15th wedding anniversary

*Styled by Henslee*



\*Patent pending. Made of "Elgiloy" metal.

Official gift for the fifteenth wed-  
ding anniversary is a watch. But you won't  
choose just any watch for this or other gift  
occasions, once you set eyes upon the new  
Elgins. Beauty that is characteristic of  
Elgin is now enhanced by masterful  
touches of distinction in design.

And beauty is only half the glory of  
these Elgin Watches. Inside is the miracle  
DuraPower Mainspring. No other watch in  
the world has such dependable power for accu-  
rate timekeeping! See your jeweler... see  
why you and the one you love will be  
far happier with a beautiful Elgin Watch.

## ELGIN

TIMED TO THE STARS

The genius of America to wear on your wrist

Popcorn CONTINUED

## A LITTLE BOY IN CALIFORNIA



FIVE-YEAR-OLD SONNY FROST STOCKS UP IN FRESNO THEATER LOBBY



SONNY MUNCHES AVIDLY AS HE WATCHES MOVIE "CANADIAN PACIFIC"



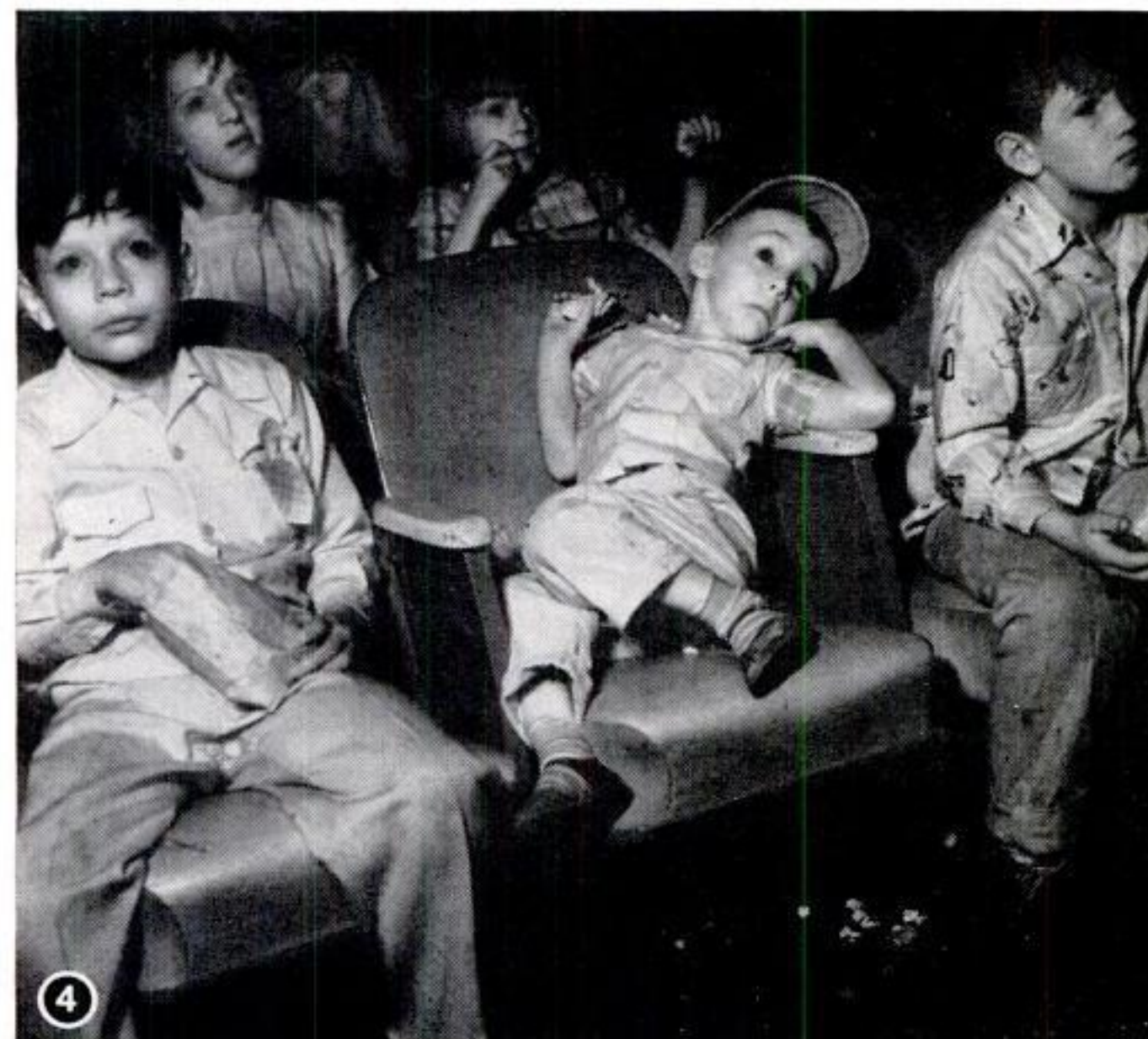
A LOT OF FOOD AND A LONG DOUBLE BILL MAKE SONNY VERY SLEEPY



## EATS HIS WAY THROUGH MOVIES



SONNY JUGGLES HIS PROVISIONS AS HE CLIMBS INTO THEATER SEAT



HIS POPCORN GONE, SONNY STRETCHES AS HE NIBBLES THE CANDY BAR



AS OTHER KIDS STILL EAT AND WATCH, SONNY SLEEPS AMID DEBRIS

CONTINUED ON NEXT PAGE

## Her eyes light up for the man with *P.A.*\*



● Pipe Appeal—that extra-masculine attractiveness that appeals to the ladies—is an added advantage of the pipe-smoking man. And with Prince Albert in his pipe, a man has a smoke that's rich-tasting and mild.

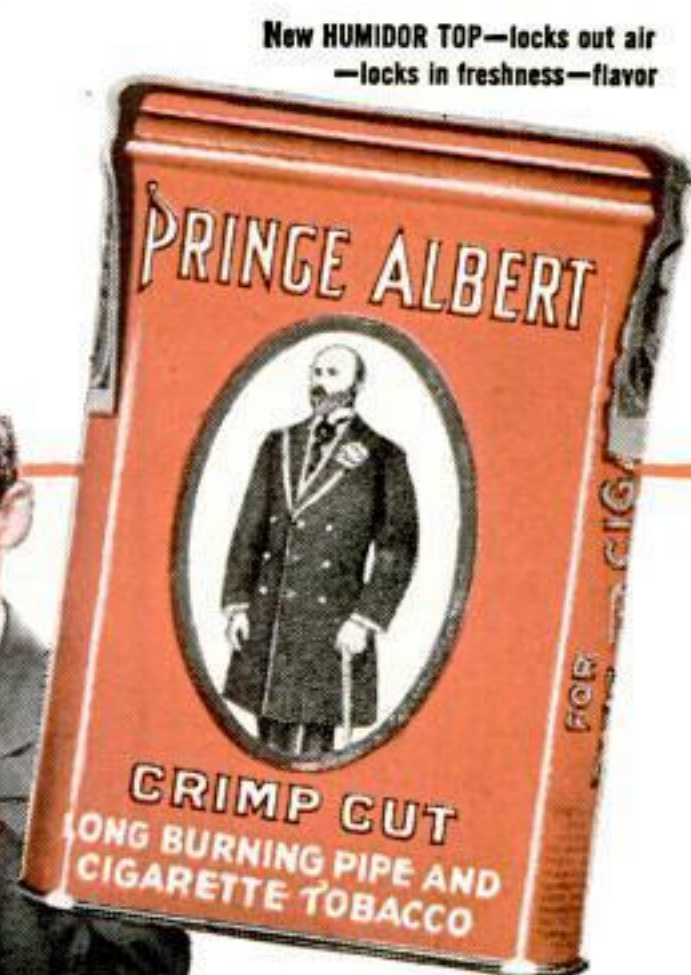
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

*P.A.\** means *Pipe Appeal*  
*P.A.\** means *Prince Albert*

Light a pipeful of Prince Albert and you'll see what we mean by real smoking joy and comfort. P.A.'s choice, crimp cut tobacco tastes rich—smokes mild and tongue-easy. It's specially treated to insure against tongue bite. Get P.A., America's largest-selling smoking tobacco.

"TRY ROLLING YOUR OWN  
CIGARETTES WITH RICH,  
TONGUE-EASY P.A.!"

THE  
NATIONAL  
JOY SMOKE



New HUMIDOR TOP—locks out air  
—locks in freshness—flavor



# I PROMISE TO PLEASE YOU



**ENERGY**  
Tireless

**COAT**  
Silky

**APPETITE**  
Oh, Master!

**SPIRITS**  
High

...if you nourish **EVERY INCH**  
of me...with Gaines!

With paws full of play and heart full of joy, with a coat sleek as silk, and with health through and through—your dog can delight you so many ways, when you give him expert care, and nourish EVERY INCH of him. Feed him GAINES—America's largest-selling dog food! In Gaines there's every type of nourishment dogs are known to need.

## THIS MUCH NOURISHMENT in each pound of Gaines!

To build strong bodies—as much proteins as in 1½ lbs. fresh beef



For strong bones and teeth—the minerals that would be provided by 1¾ lbs. cheese



For energy—as much carbohydrates as in 2 quarts cooked oatmeal



For red-blooded vitality—as much iron as in ¾ lb. beef liver



For sleek appearance and glossy coat—the fats that would be provided by 1¼ oz. butter



**Plus ALL THE VITAMINS AND MINERALS** dogs are known to need ... in more than required quantities

**GAINES COSTS LESS TO FEED**  
than any other type of dog food!

# Gaines DOG FOODS

"Nourish Every Inch of Your Dog"



Copyright 1949 by General Foods Corp.

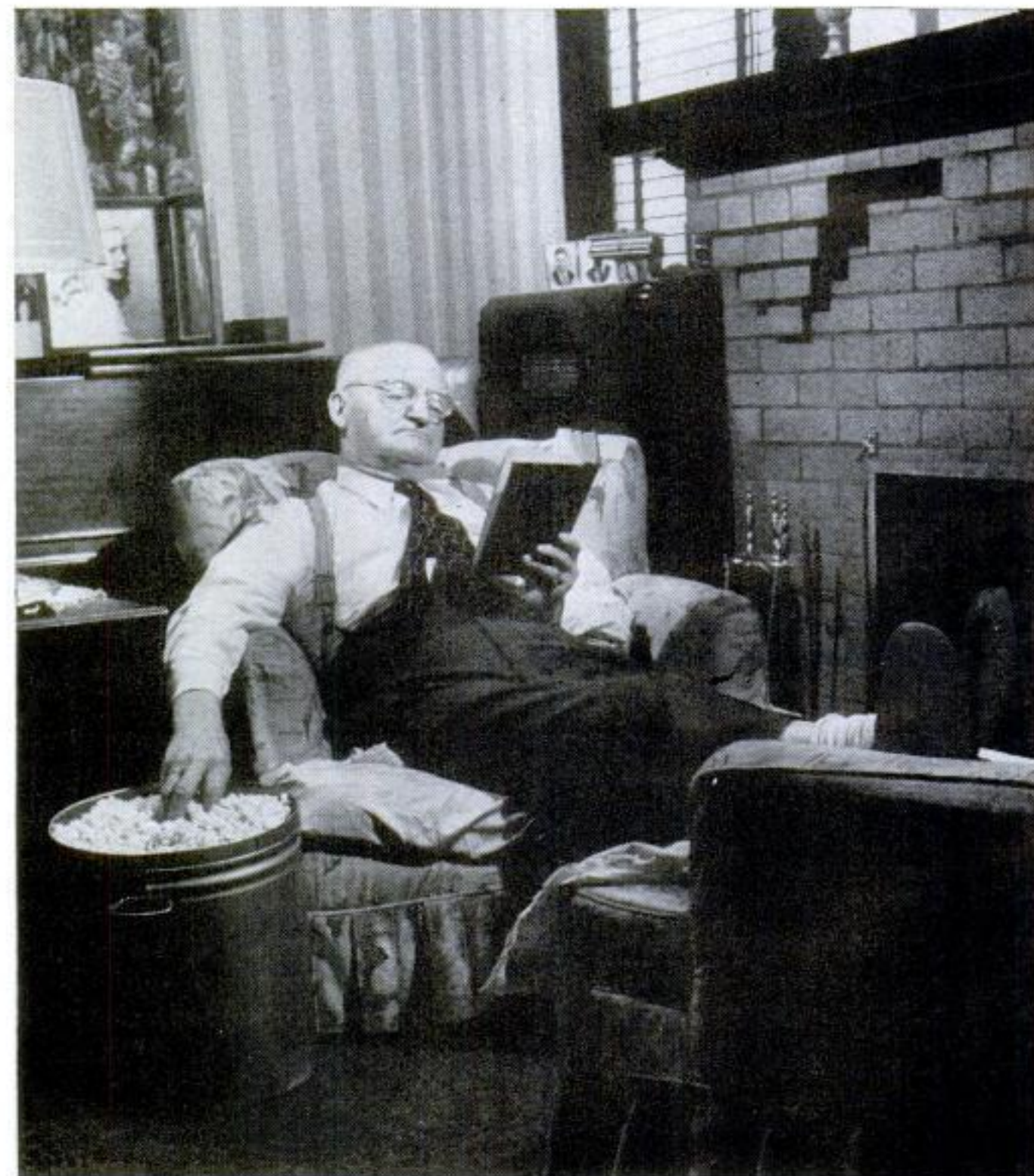
A Product of General Foods

## Popcorn CONTINUED



## HOW TO RUN A THEATER

An important function of the modern movie-house manager is demonstrated here by Marc Jay Wolf, who operates 31 theaters in Indiana. Mr. Wolf is testing three different brands of popcorn for flavor. Poor quality popcorn hurts business more than poor quality movies. Mr. Wolf, who thinks that movies could be better, has only praise for popcorn. "It's been our lifesaver," he says.



## HOW TO ENJOY POPCORN

Although 70-year-old Walter St. Clair of Indianapolis hardly ever goes to the movies, he is a great popcorn eater. Mr. St. Clair does his munching from a 5-gallon can, either at home or at his office. His enjoyment of the delicacy is heightened by the fact that a great many other people also are eating St. Clair popcorn and are paying for it. St. Clair got into the business during the depression. He now has 300 productive acres of popcorn, a type of Indian corn with small ears and hard-shelled kernels which explode and expand under heat, gets \$8 a hundredweight for his crop and sells 90% of it to theater outlets.





*"I was curious..."*



*I tasted it...*



*Now I know why Schlitz is...*

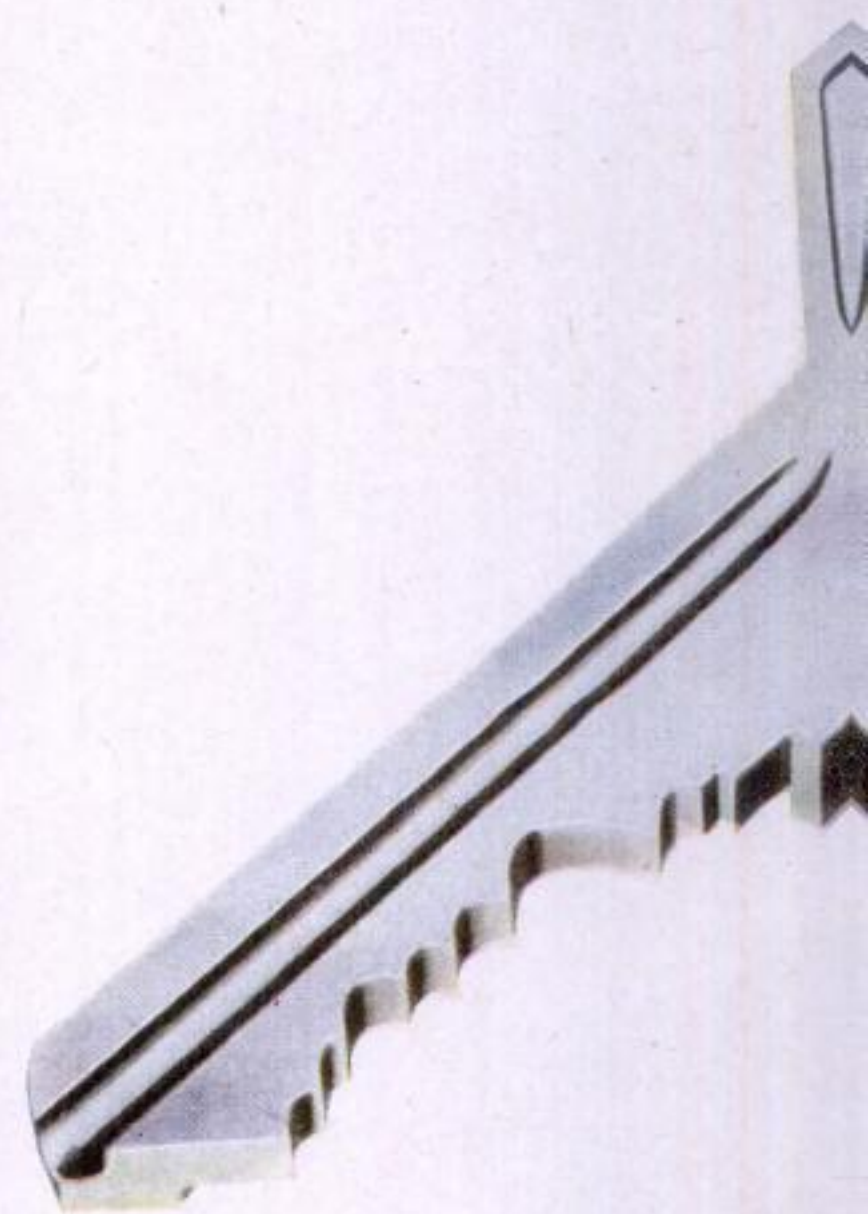
*The Beer that made Milwaukee Famous!"*







# Key to



THE KEY TO A GENERAL MOTORS  
CAR

*Your key to  
Greater Value*

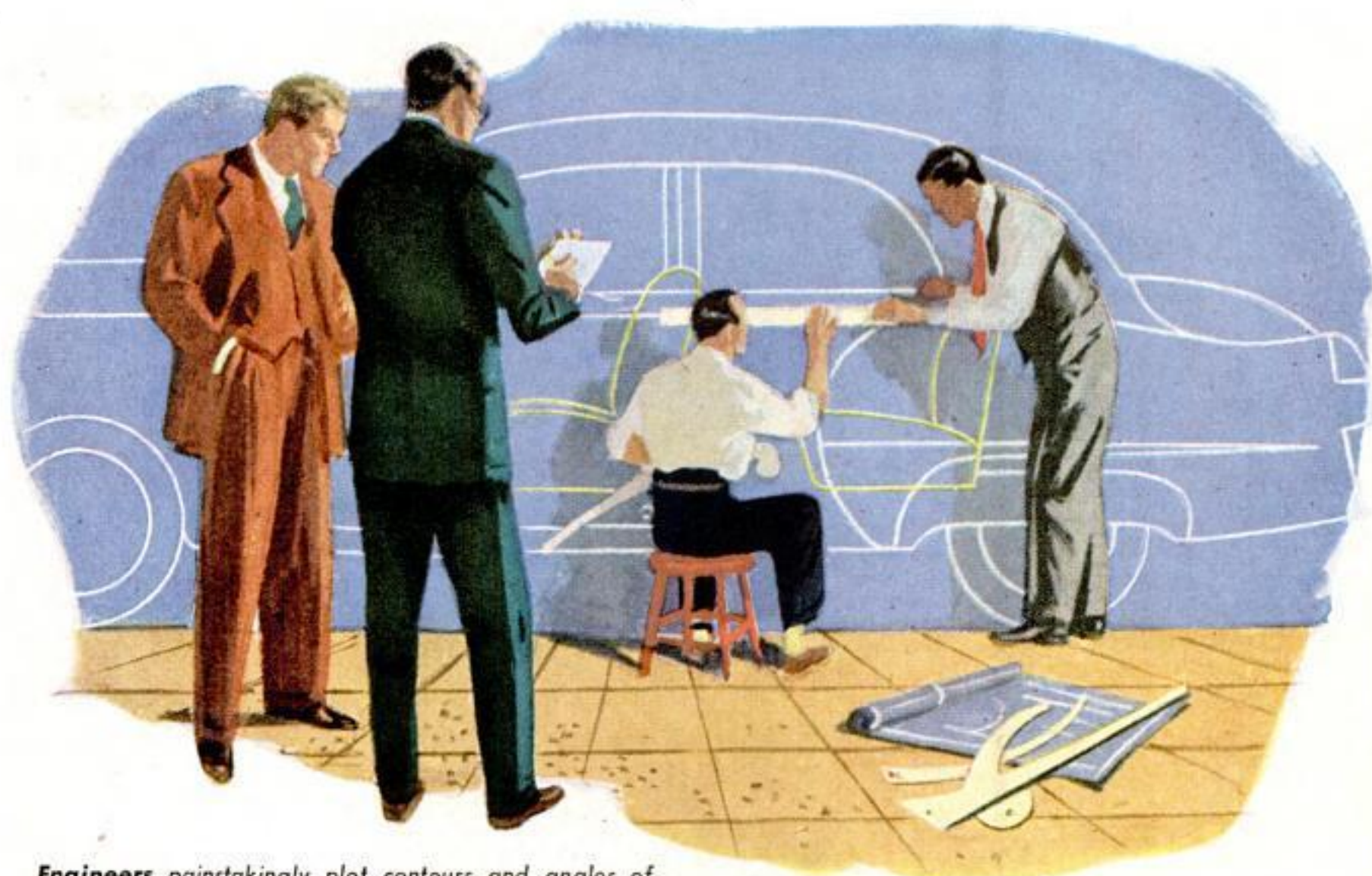
CHEVROLET

Copyrighted material



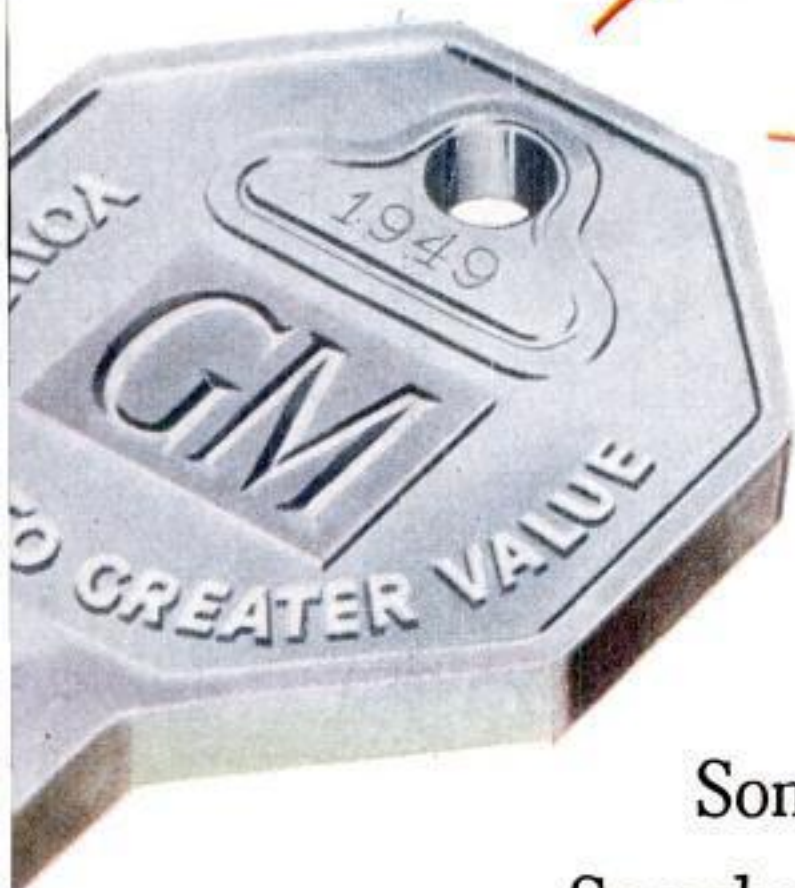


**A GM seat** is a study by itself. Every ounce of springing, every fiber of fabric, is worked out carefully to add to your comfort.



**Engineers** painstakingly plot contours and angles of seats—and also the comfortable placing of passengers based on what they've learned about weight distribution.

# solid comfort



**Springing, wheels,** the entire chassis are checked in action to cut vibration and bumps. On these bump rolls, stroboscopic lights help probe for vibration-building points.

Somebody studied the seats—their angle, their fabrics, the coils within them.

Somebody discovered just where to place the seats to give the best ride.

Somebody spent years on the study of springing and how to smother the jars of the road.

Somebody tackled the problem of ventilation—and somebody else made engines smooth by crankshaft balancing.

The skill and hard work of a lot of people continuously combine to give you the good solid comfort that's in every General Motors car. You can find out just how good and solid it is—from any dealer in GM cars.

"MORE AND BETTER THINGS FOR MORE PEOPLE"

# GENERAL MOTORS

PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

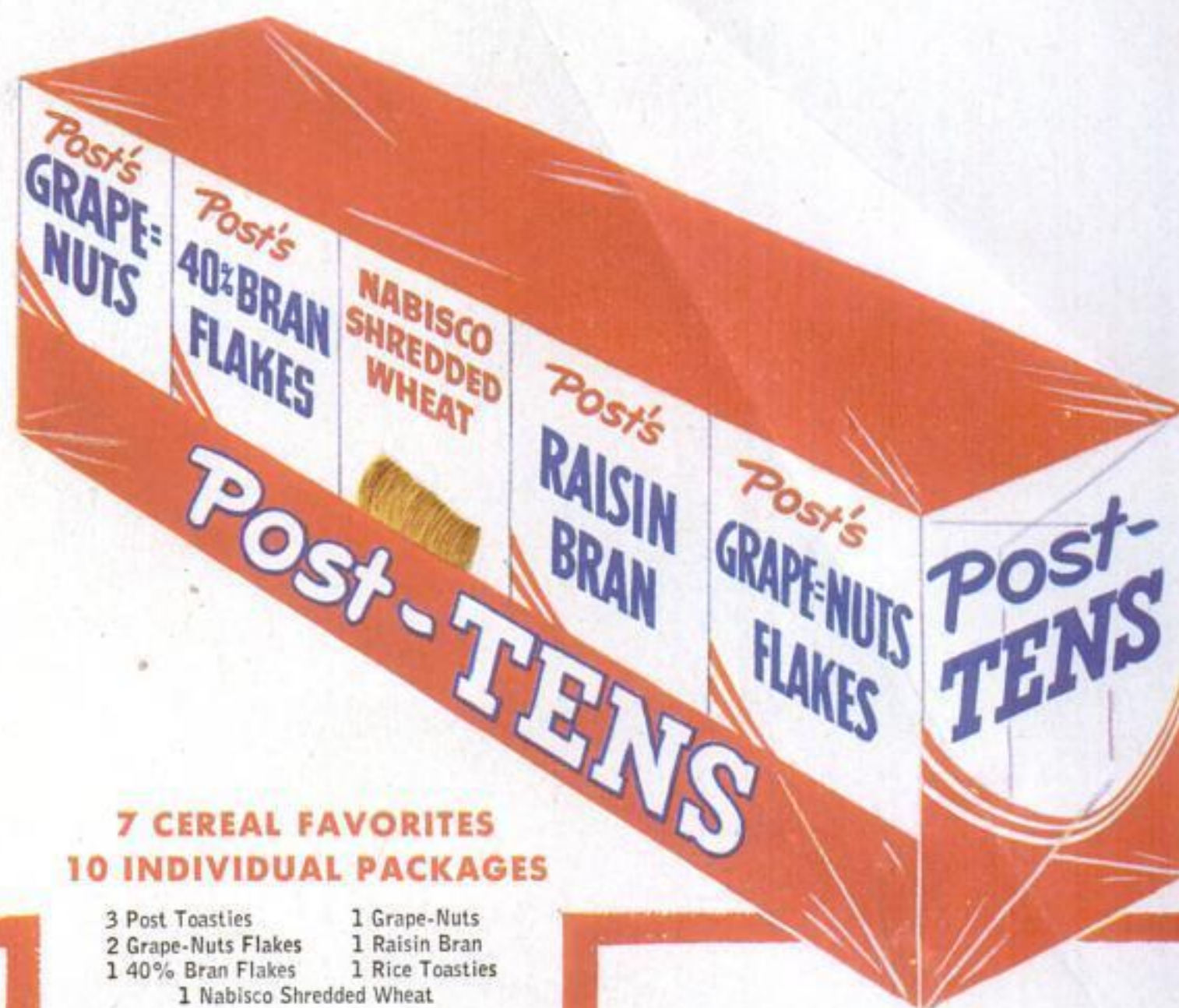
NOW! HENRY J. TAYLOR, on the air every Monday evening over the ABC Network, coast to coast.





"They had me up a tree!"

"Trying to suit my whole family at breakfast really had me up a tree—till I discovered Post-Tens. That wonderful cereal assortment gives them a choice of 7 different cereals—all favorites such as Sugarroasted Grape-Nuts Flakes and keep-fit Bran Flakes. Now they can each have their particular favorite as often as they please or treat themselves to a different cereal every day in the week. And, thanks to Post-Tens we discovered Post Toasties—and learned what a striking difference Post-Toasting makes in corn flakes!"



7 CEREAL FAVORITES  
10 INDIVIDUAL PACKAGES

3 Post Toasties	1 Grape-Nuts
2 Grape-Nuts Flakes	1 Raisin Bran
1 40% Bran Flakes	1 Rice Toasties
1 Nabisco Shredded Wheat	



There's a striking DIFFERENCE in corn flakes!

POST TOASTIES tops 'em all...so fresh...  
...so crisp...so grand!

POST TOASTING makes the difference!

THERE'S A REAL DIFFERENCE in corn flakes, as nation-wide tests show again and again. These tests also show that more and more people prefer crispy-fresh Post Toasties to any other corn flakes. Yes, they agree:

Post Toasties top 'em all. That's the difference Post-Toasting makes.

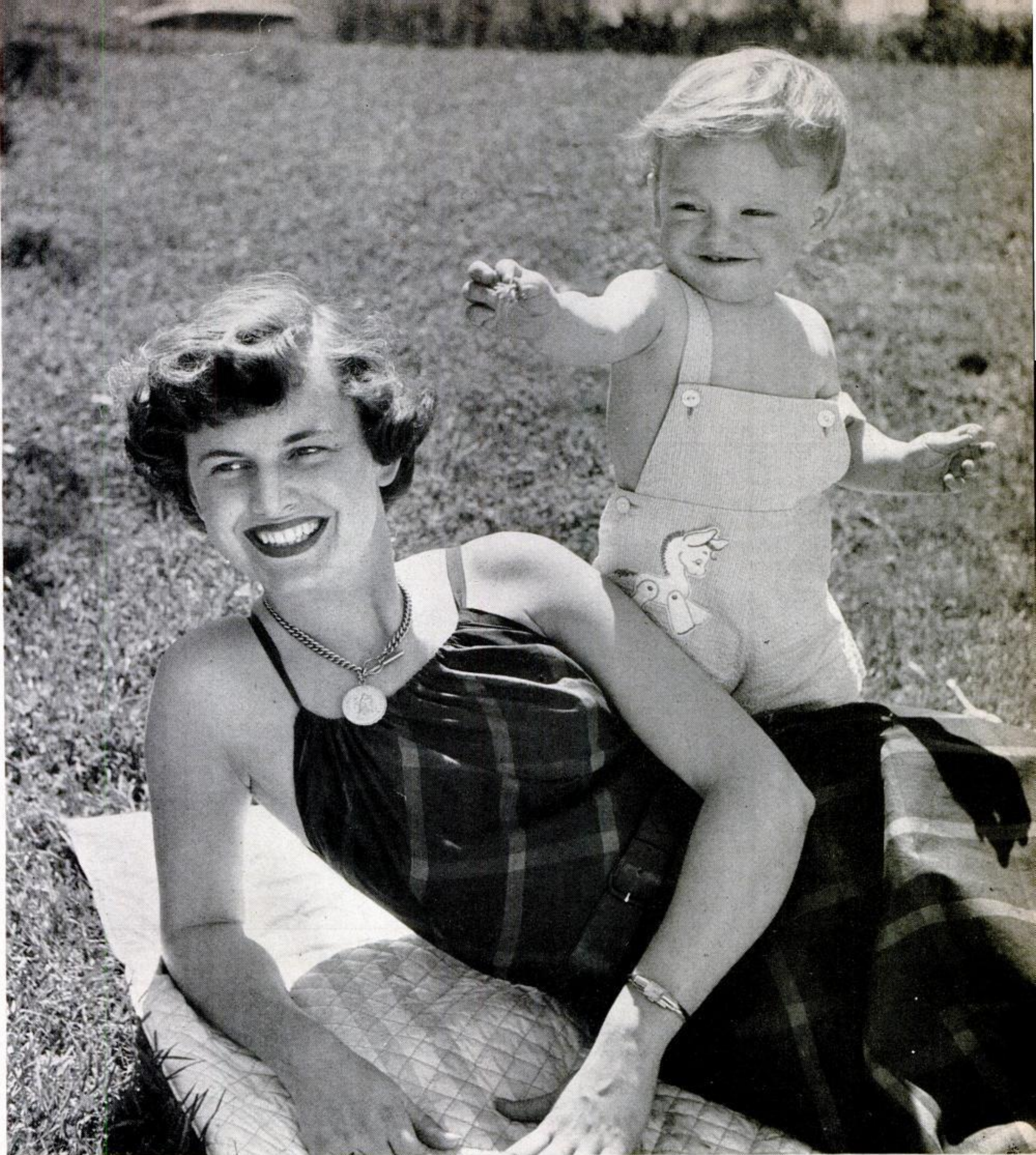
POST-TOASTING is that special process that toasts sweet golden corn right up to its absolute peak of goodness. Then the new Trip-L-Wrap

"Keep-Fresh" package keeps those delicate, thinner flakes just the way you like them—so fresh, so crisp, so grand! Ask your grocer for Post Toasties in the large, economy-size package. And remember...

A Product of  
General Foods

Don't say "Corn Flakes"—Say POST TOASTIES—the BETTER Corn Flakes!





GINNY ANDERSON, 25, WEARS ONE OF HER OWN GINGHAM SUN DRESSES WHILE PLAYING WITH HER SON



**DOROTHY SHAVER** (center) studies new Ginny Anderson des'gn. Miss Anderson (right) is wearing a white piqué jacket over dress shown at top of page.

# Young Designers

**\$20 million sales net them a pleasant life**

In 1932 canny Dorothy Shaver, now president of Lord and Taylor, shook the fashion world by advertising the names of American clothes designers in the same way that the top French couturiers had been publicized for decades. At that time the young women pictured on this and the following pages were from 8 to 13 years old. They are now the young successes in American fashion design. They earn \$6,000 to \$30,000 a year (average: just under \$16,000), which is a pleasant remuneration for a job entailing a two- to five-day work week, one- to

two-month vacations and the grinding necessity of spending much time in smart resorts and clubs to observe what is worn. Many of them studied design in school, but most of them completed their education by modeling clothes or selling them in the wholesale market or editing fashion magazines. Their clothes, however, have certain common ingredients: designed to be worn by active and attractive young women like themselves, they are simply cut, of bright but practical materials. Mass-produced, they sell at the handsome rate of \$20 million a year.





**ISABELLE DOBSON** was a model on New York's Seventh Avenue, now specializes in blouses and separates for Cabana Beachwear. She designed this tennis outfit of white pique sleeveless shirt, navy shorts.

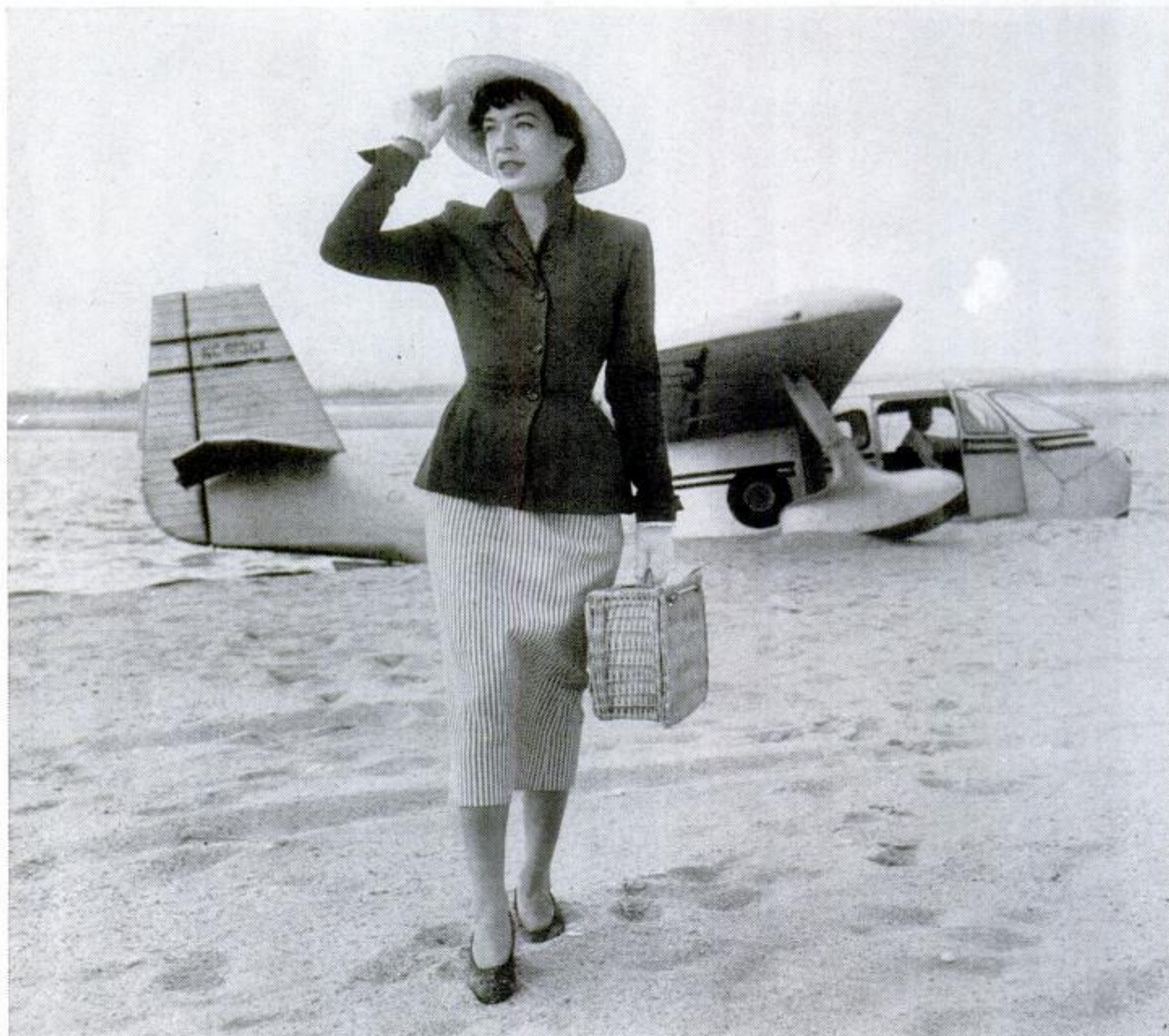


**PEGGY THAYER** has made her own clothes since she was 7 years old, started designing in 1939, specializes in sports clothes. Here her artist husband, James Yuill, sketches her in her own strapless dress and stole.

## YOUNG DESIGNERS CONTINUED

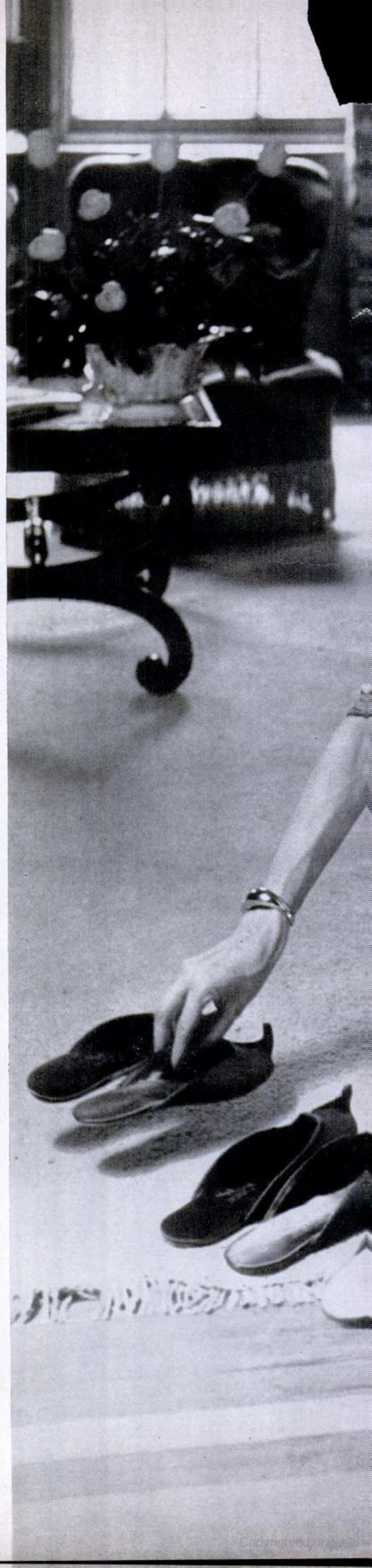


**LORRAINE BUDNY** uses striking color combinations as the basis for her designs. Here, as hostess to a Saks buyer in her apartment, she wears a self-designed red jersey halter with a gold-threaded skirt.

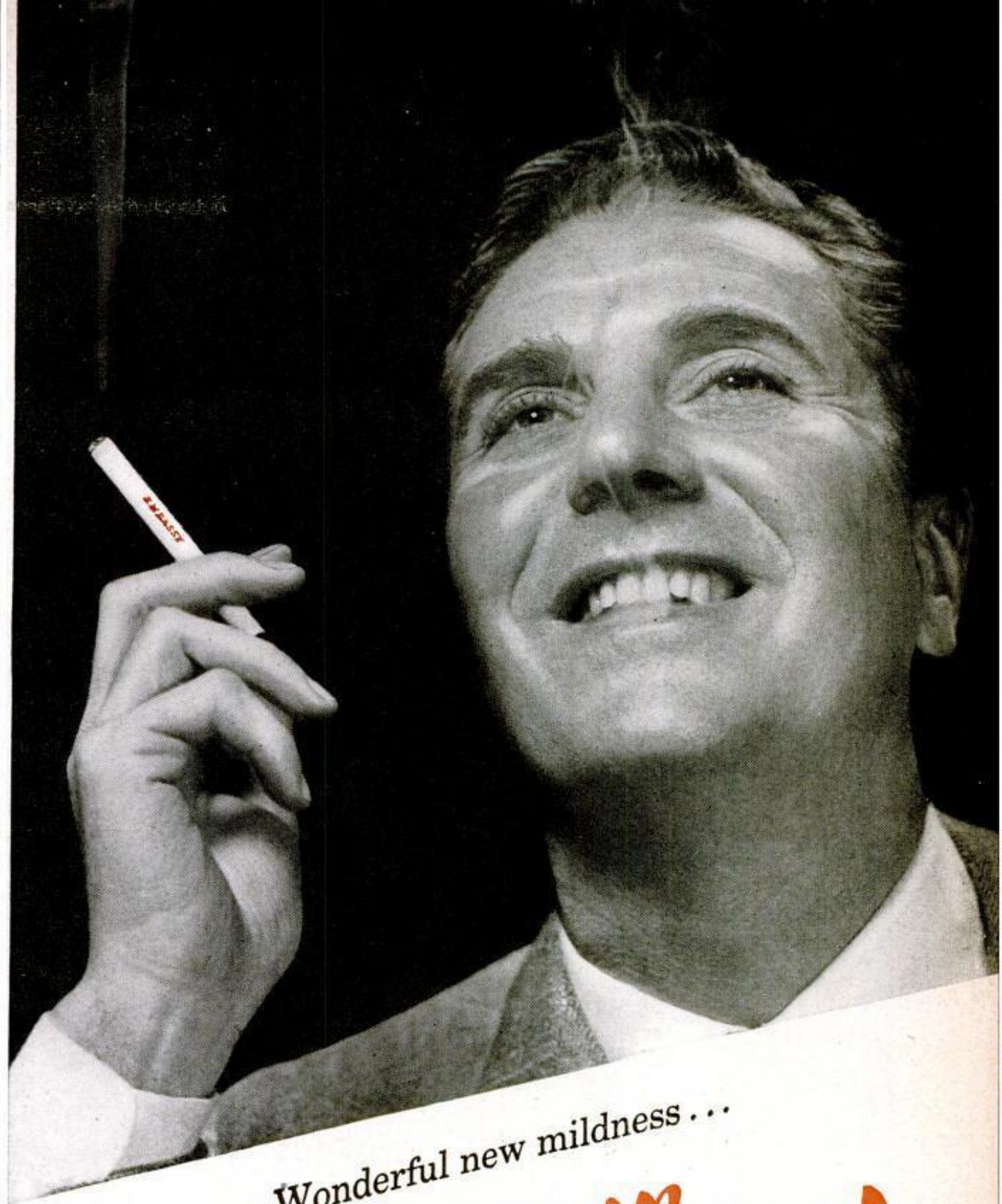


**BETSY CANN**, designer for Marcy Sportswear and former *Mademoiselle* fashion editor, commutes by plane to Long Island weekends wearing her ticking skirt and jacket with jersey strapless top underneath.

**ANNE FOGARTY**, who modeled to eke out a stock-company-actress existence, wears her own off-shoulder taffeta dress over lacy pantalets. She provides her guests with slippers to protect her white rugs. →







Wonderful new mildness...

# Inhale to your heart's content!

A really mild; flavorful smoke that enters your mouth pleasantly cool and *filtered*. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. Try Embassy! Inhale to your heart's content!

*Longer!  
Milder!  
Cooler!*

**EMBASSY**

KING SIZE  
*Cigarettes*

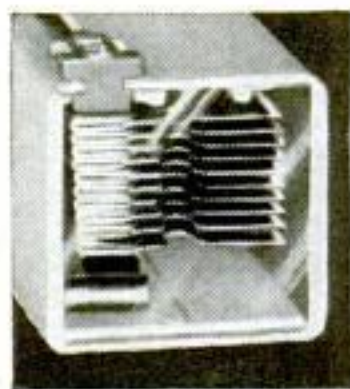


**A FRESH BLADE IN A  
FLASH!**

**A CLEAN SHAVE IN A  
FLASH!**



**NEW! GEM PUSH-PAK  
Floats Edges in Air!**



Exclusive 'window' shows unused blades

**PERFECT** dispenser ends blade unwrapping—no cut fingers!

**JUST PUSH** the arrow—blades can't jam!

**BLADES** won't rust. Edges can't touch—no dulling contacts!

**WITH 10** of those heavier Gem Blades that outlast all others—regardless of number of edges...**49¢**



**RAZOR**  
with 10-Blade  
**PUSH-PAK**  
**\$1.49 VALUE**  
**98¢**

An A. S. R. Product

**NEWLY ADJUSTED GEM RAZOR  
Gives Clean-Sweep Shave!**

**WONDERFUL** how a once-over can leave your face so *clean*! Astonishing that a shave can be so gentle and so *fast*!

**THE SECRET** is Gem's newly adjusted blade-setting that compels the keen Gem Blade to get whiskers at the *base*.

**TWIST**—Gem opens and loads in a flash!

**TWIST**—Gem closes and you're ready to shave!

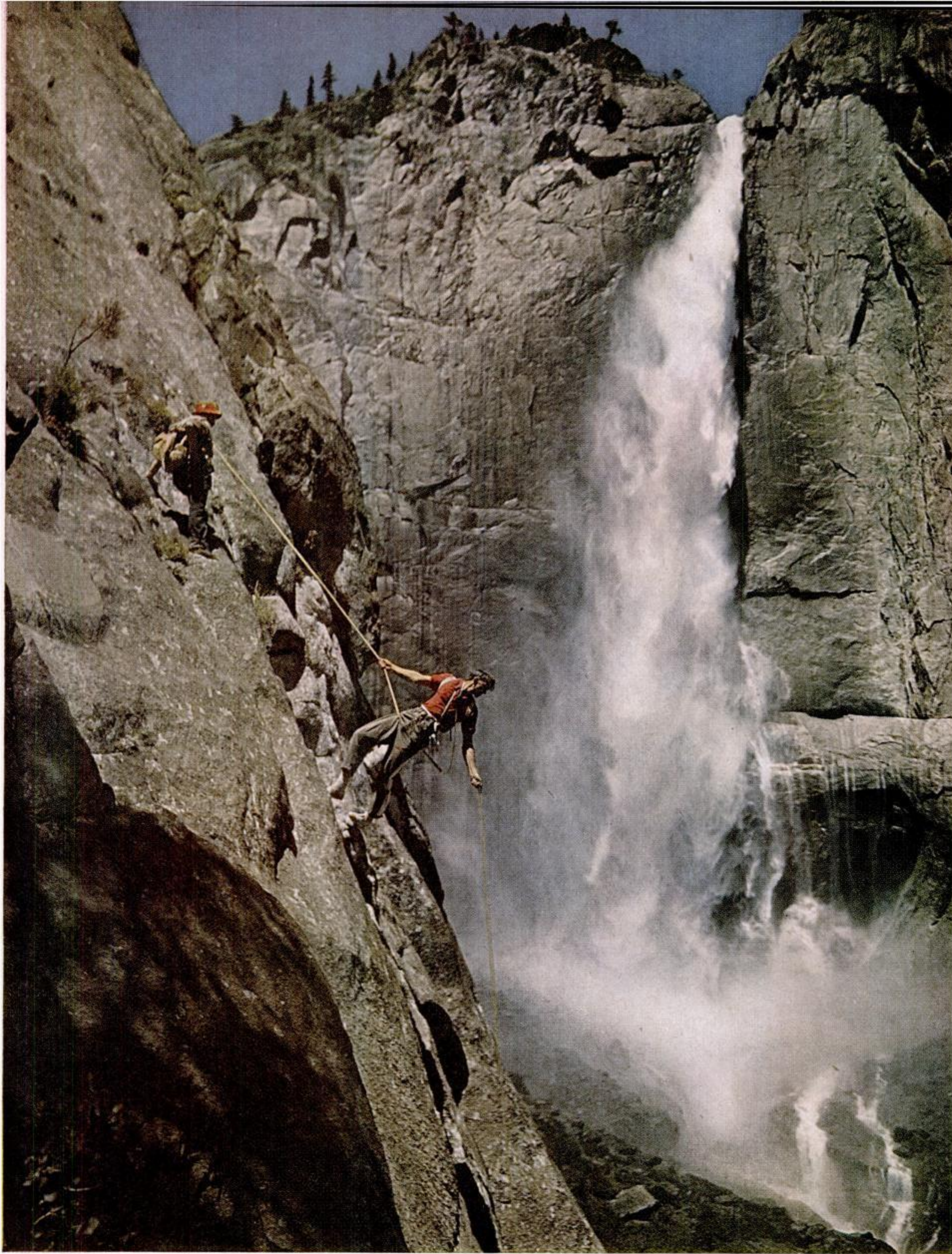
**Shave with GEM and avoid '5 o'clock Shadow'!**

**GEM GUARANTEES**

**ONCE OVER...AND YOU'RE CLEAN!**

**MONEY BACK GUARANTEE**—Get this amazing, newly adjusted, one-piece Gem Razor at any dealer. If it does not live up to every claim—return razor and remaining blades in original package to Gem Razors, Brooklyn 1, N. Y. and your money will be refunded in full!





**YOSEMITE FALLS** drops 2,425 feet making a thundering background for rock climbers on cliff.

# Yosemite

**Its scenery is popular, melodramatic and 64,000,000 years old**

High in California's Sierra Nevada, 150 miles east of San Francisco, lies a deep canyon, 7 miles long and a mile wide, which was hewn out of rock by glaciers and torrential streams over the last 64 million years. Discovered in 1851 and named after the Indians who lived there, Yosemite Valley is a spectacular scenic attraction in the southern end of huge (1,176 square miles) and handsome Yosemite National Park.

This year more than half a million visitors from all over the U.S. and the world will visit Yosemite for the sheer pleasure of staring at its almost vertical granite walls 4,000 feet high, its melodramatic streams like Yosemite Falls, which is the highest free-leaping waterfall in the U.S. (*above*), its flowering meadows, pine forests and other-worldly rock formations—obelisks, spires and the monumental Half Dome.

Of the millions of visitors who have seen Yosemite Valley hardly any know it more intimately than Ansel Adams, a photographer, who has lived there for many years and has specialized in making pictures which record its massive grandeur and delicate beauty. On these pages are some examples of his painstaking work as well as a series of drawings (*next page*) explaining Yosemite's strange geologic history.

CONTINUED ON NEXT PAGE

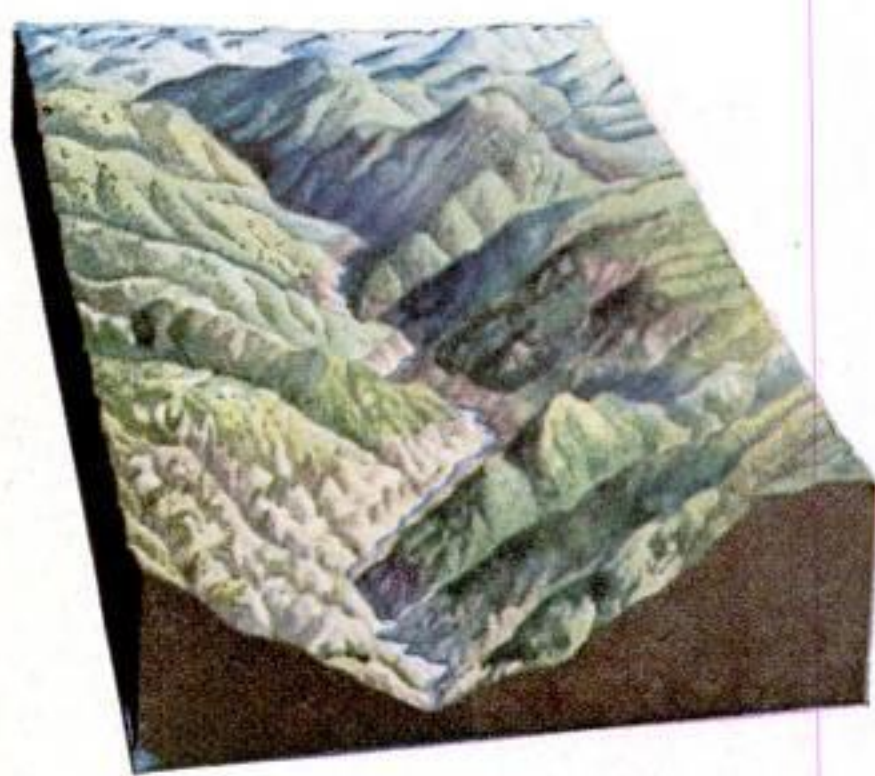
Copyrighted material



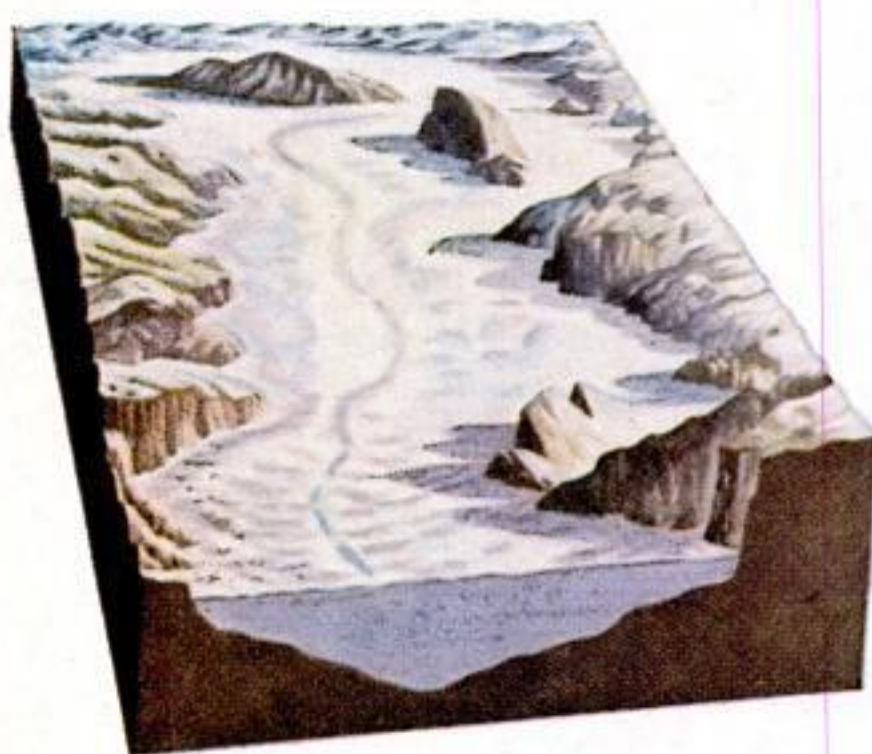
## YOSEMITE CONTINUED



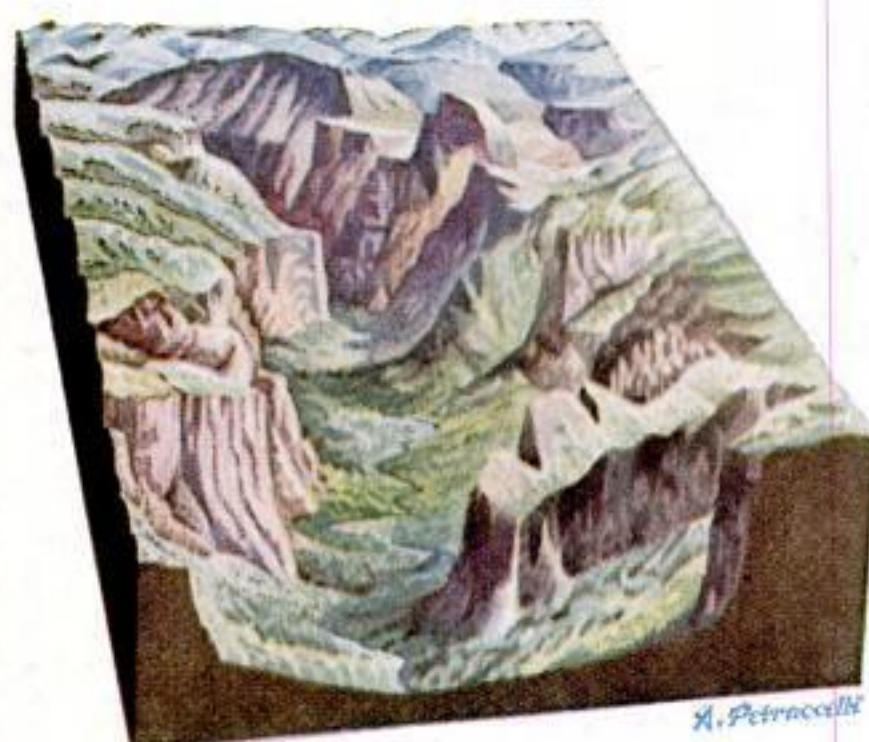
**AT AN EARLY STAGE** in its geologic development 64 million years ago, Yosemite was just a broad valley and meandering river.



**AS EONS PASSED**, terrestrial changes uptilted Sierra Nevada range. Thus accelerated, river cut a deep "V" in the valley.

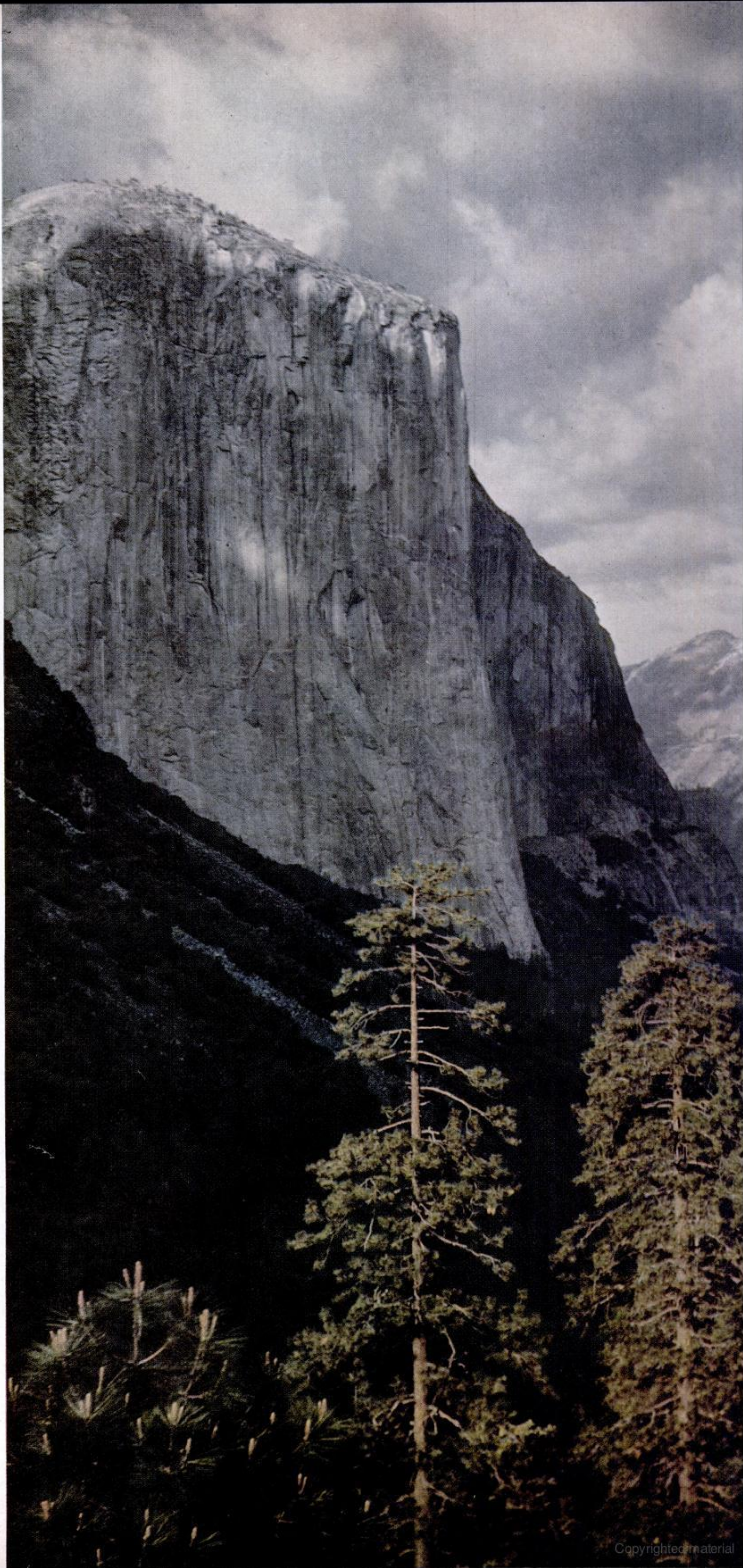


**GLACIAL INVASION**, repeated three times in two million years, filled river-cut canyon to brim, sheared the valley walls.



**GLACIAL RETREAT** left Yosemite with near-vertical walls, U-shaped cross section. Streams shot out from the sheared-off sides.

**THE PRESENT VALLEY** is almost identical to the postglacial stage. Bridalveil Fall (right) can also be seen in the drawing above. →











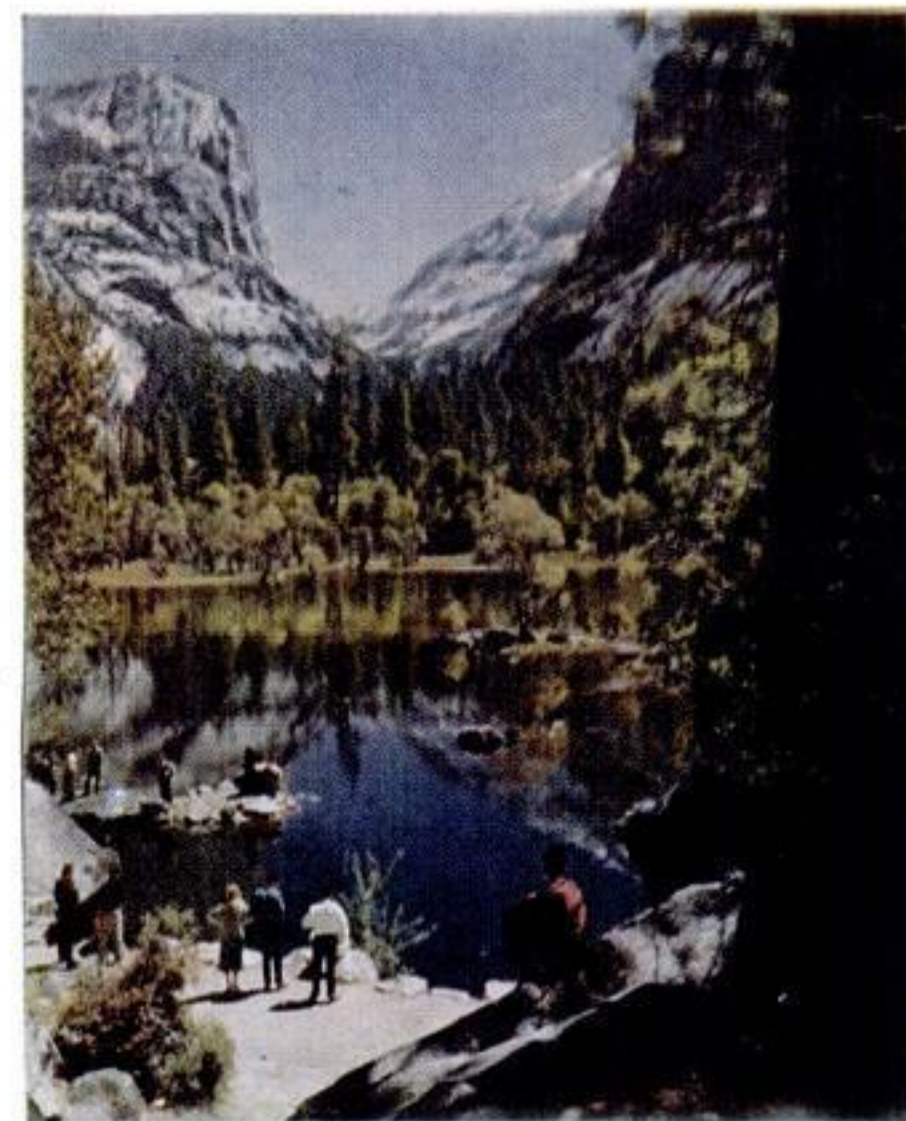
**HALF DOME**, the curious feature of the valley, looks like a huge mound which has been split in two.

Actually geologists doubt that the other half ever existed. Its straight, sheer face is 2,200 feet high.



**WOOD FIRE** is built atop Glacier Point for the nightly display a local hotel adds to the natural spec-

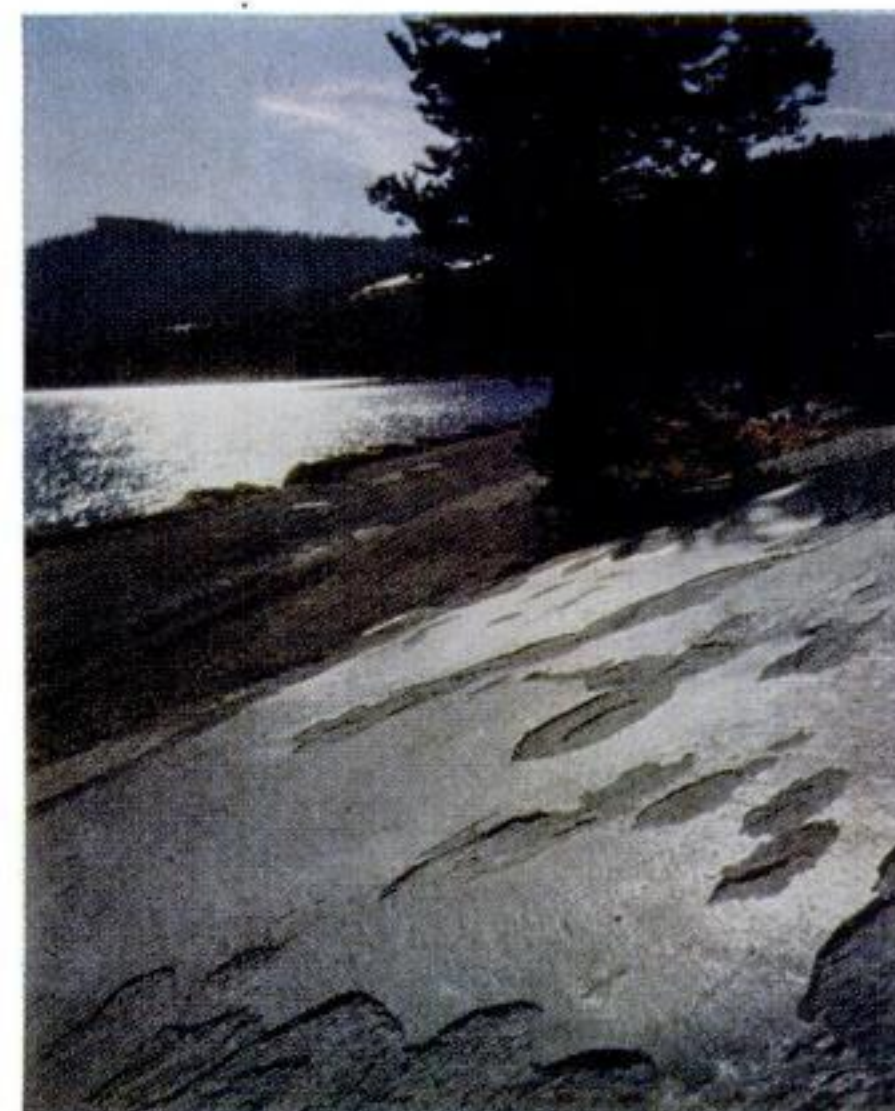
tacles. After dark its glowing red coals are shoved off the 1,400-foot precipice to make a "firefall."



**MIRROR LAKE**, reflecting canyon walls above, is famous for the Easter sunrise services held there.

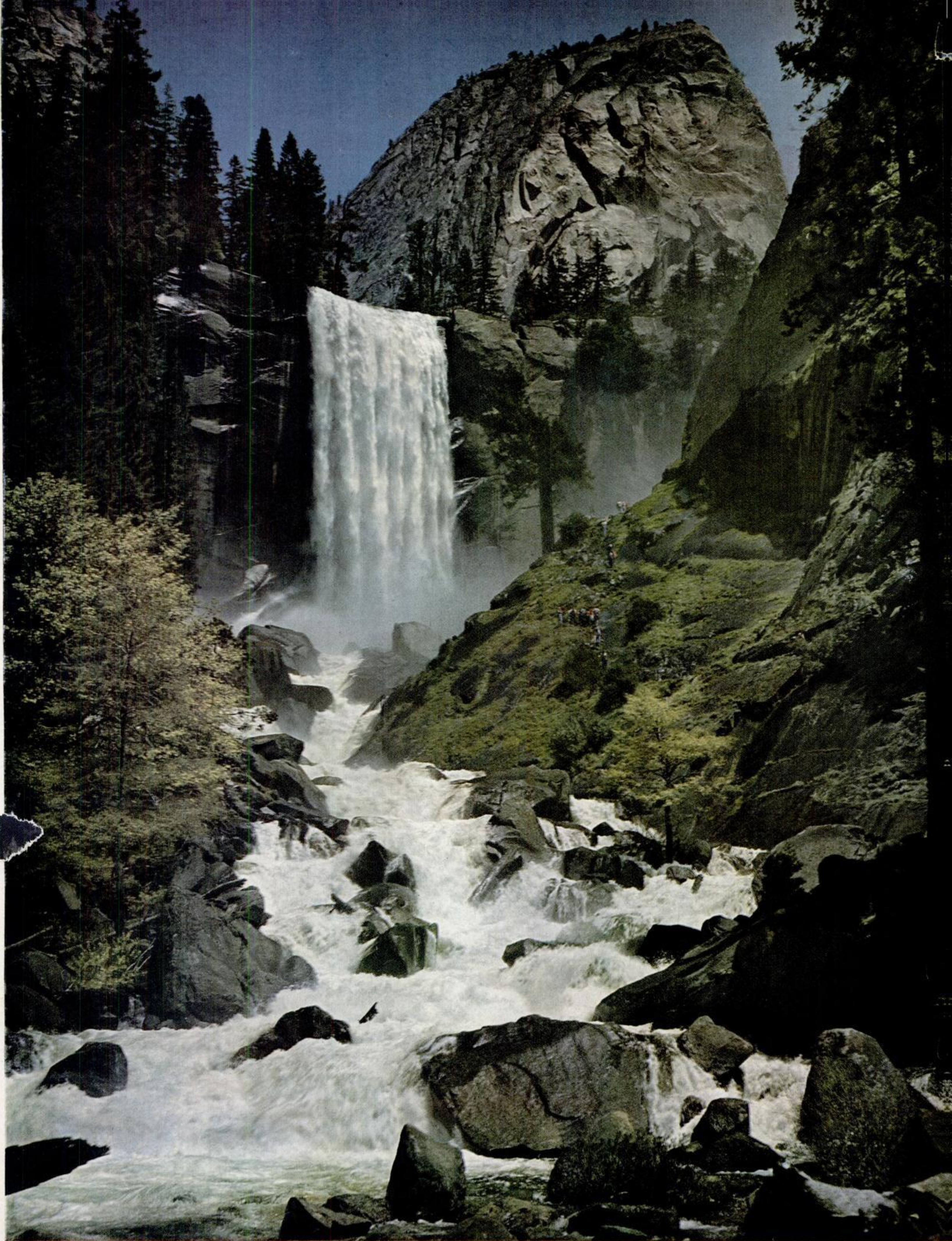
## Visit to valley is pleasantly rugged

For years after its discovery Yosemite Valley was a remote spot reached only by horseback or on foot over steep, narrow trails. Today visitors can conveniently get to within 15 miles of it by the Yosemite Railroad, or they can drive their cars over the several highways which lead directly to the valley floor. There, by night, they sleep comfortably in hotels and cabins or rough it in tents pitched along the edge of the Merced River. By day they climb trails (*right*) into magnificent woods, explore the valley floor on horseback or take long pack trips up into the High Sierras. Yosemite's cliffs and rocks offer every angle of slope for mountain climbers, amateur or experienced. For students and scientists the valley and its surrounding national park offer 1,200 kinds of flowering plants and what is virtually a living textbook in glacial geology (*below*) in its many levels, which range from 2,000 to 13,000 feet. Yosemite, in fact, offers something for nearly everybody—even for the person who tires of natural spectacles there is the nightly man-made "firefall" (*below, left*).



**POLISHED GRANITE** reveals grinding effect of glaciers. Later weathering has produced pockmarks.





**VERNAL FALL** is one tall step in the giant natural stairway which is the Merced River's bed as it flows from a small canyon into the main valley below. Its waters

crash down 317 feet on huge rocks, sending up a cloud of spray that surrounds the hikers (*center, right*) who are climbing what is appropriately called Mist Trail.



*There's nothing like it...*

*absolutely nothing*

Waltz time, rhumba, foxtrot, swing... any time's a good time to relax with Budweiser. As you lift its brimming, bubbling goodness to your lips, each sip tells you... here's distinctive taste, eye-appeal and quality unmatched by any other beer. Live life, every golden minute of it.

Enjoy Budweiser, every golden drop of it.

ANHEUSER-BUSCH, INC. • ST. LOUIS



**Budweiser**

TRADE MARK REG. U.S. PAT. OFF.

There's more Budweiser now—and there will be still more as our vast expansion program continues.



*Korsberg*





CHURCH, 97 FEET HIGH, IS BUILT OF BRICK, HAS NEON SIGNS AT TOP AND LOOKS SOMETHING LIKE A FACTORY. BUSES WAIT TO CARRY CONGREGATION HOME

## BIGGEST BAPTIST CHURCH

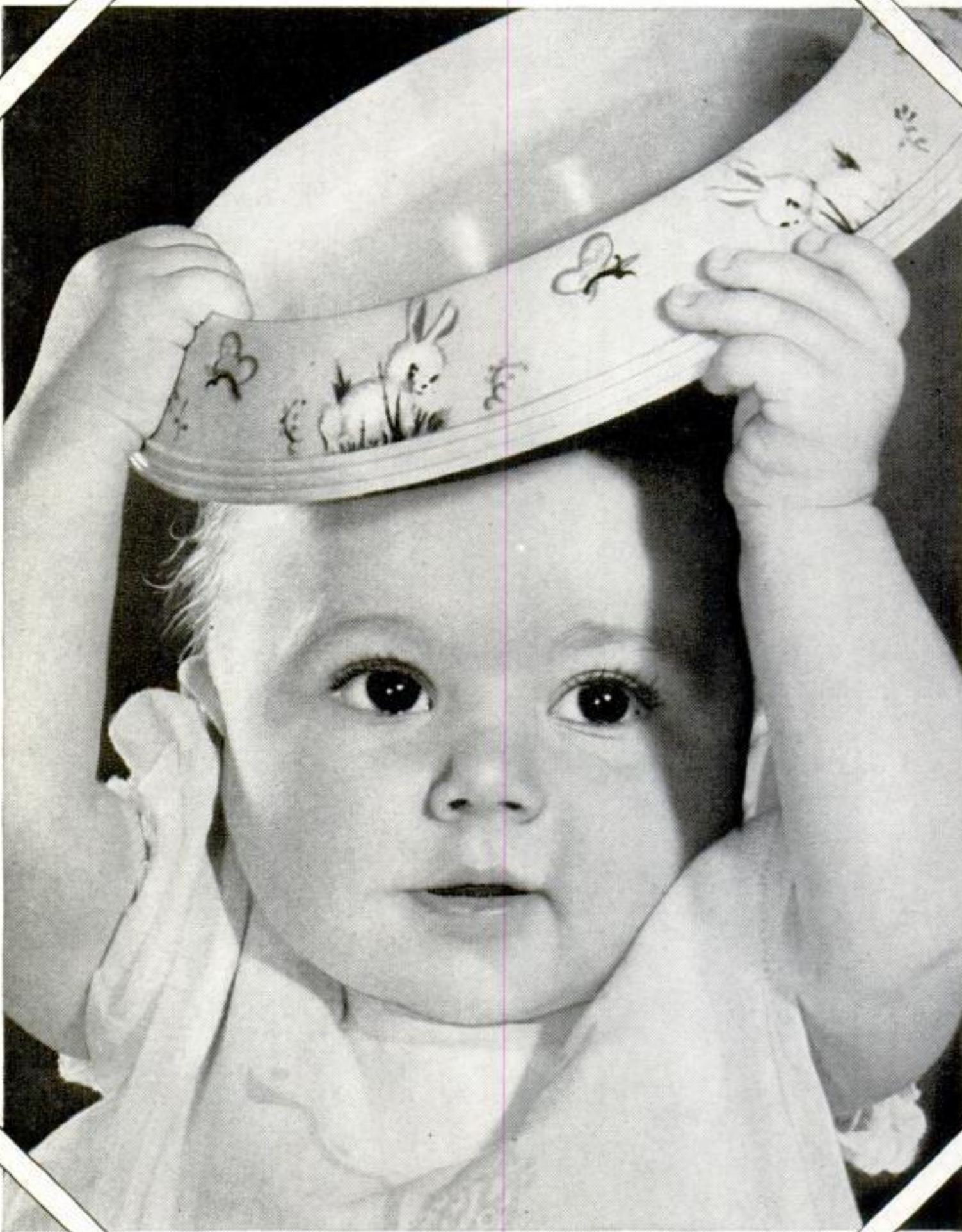
Attendance at Akron temple is 15,000 every Sunday

At the doorway of Akron's huge new Baptist temple every Sunday, ushers stand with mechanical counters and add up the people who file past them. The average total attendance, including a Bible class, a Sunday school and two church services, is 15,000 every Sunday, which temple officials say is the biggest Baptist congregation in the U.S. One reason for this phenomenal turnout is that the temple's pastor, Dallas Franklin Billington, has systematically eliminated all the standard excuses for staying at home. A fleet of free buses tours Akron each Sunday to bring in people who do not have cars. Arrangements are made for private cars and ambulances (*next page*) to pick up the aged and sick. And those with the biggest excuse of all—parents with restless, crying children—are provided with a glass-enclosed "Babyland" (*p. 62*). All this began 20 years ago when Billington, who had come to Akron as a rubber worker, decided it was the "wickedest place this side of Hell." He began to preach and gave his first sermon to a group of "derelicts, prostitutes and rum-dums" in the shacklike little mission shown at right. Last Easter his congregation moved into the million-dollar church shown above.



TEMPLE PASTOR GAVE HIS FIRST SERMON IN THIS ONE-STORY AKRON MISSION





## Small Helpings Help Appetites Grow So-o-o Big!

**Never overload baby's dish,** say feeding experts. Even when he's old enough for chopped Junior Foods, temptingly small portions cut down coaxing, help build up appetites.

**Here's the easy way!** Get Gerber's Junior Foods (same size container as the Strained). It encourages baby to eat small helpings of several True-Flavor Gerber's at each meal. And that variety is good for Junior.

**Ahhh! TRUE-Flavor** certainly makes a big difference. Years of making nothing but baby foods have taught us how to retain the true, fresh flavor of first-rate fruits, vegetables and meats.

**And, just-right Texture!** Baby's sure to get *that* with Gerber's. From starting Cereals through Junior Foods, Gerber's have *Perfected-Texture* which pleases babies and doctors. *Even the new meats have it!*

**FREE CEREALS!** For samples write Dept. LF7-9, Gerber's, Fremont, Michigan. In Canada write Gerber's, Toronto.

**Gerber's**

BABY FOODS  
Fremont, Mich.



Babies are our business... our only business!



AUDITORIUM SEATS 4,100, HAS PAINTED STREAM ABOVE BAPTISTRY AT



**IN THE POOL** Dr. Billington officiates at the baptism of five girls. Simulated waterfall (left) seems to flow out of the painting of stream shown above.





REAR. MANY OF CONGREGATION ARE FACTORY WORKERS FROM THE SOUTH



ON A STRETCHER young member of Billington's congregation is brought to the church by one of several ambulances which the temple uses each Sunday.

CONTINUED ON NEXT PAGE

SEE BEAUTIFUL  
BIG PRINTS LIKE THIS



60 seconds after you snap  
THE POLAROID *Land*\* CAMERA

SEE HOW SIMPLE IT IS  
TO USE



Easy to load. Film simply drops in to place! Not even a spool to thread.



A single control sets both shutter and lens. Focusing is quick and sure; no range finder, no tape measure.



Sixty seconds later, lift out your picture. Print is on dry, white-bordered stock, ready for frame or album.

Just drop the film in your Polaroid "Picture-in-a-minute" Camera and you're ready to shoot the best pictures you've ever taken.

Almost everything is automatic. Sixty seconds after you snap the shutter you see the picture — a big, beautiful print in salon quality sepia. Polaroid prints pass life tests used to check conventional snapshots.

You'll enjoy thrills you never dreamed of with your Polaroid Camera, indoors or out, day or night. Mail vacation pictures to family and friends while they're still news. Take and show party pictures while the fun's going on. Make sure of those once-in-a-lifetime baby, wedding and graduation pictures.

Professionals, amateurs and novices alike are amazed by the life-like quality and sharpness of their Polaroid pictures. See this new miracle of photography in action today — and you'll want a camera to enjoy for years to come.

For free booklet that answers all your questions about picture-in-a-minute photography, write Polaroid Corporation, Dept. L-2, Cambridge, Mass.



#### Lifetime Guarantee

The Polaroid *Land* Camera is a precision instrument, guaranteed to give you years of pleasurable picture-taking. Any defects in workmanship or material will be remedied free during the life of the camera (except for transportation charges).

See a demonstration of the new

**POLAROID *Land* CAMERA**

at camera stores everywhere

\*Named for its inventor, Dr. Edwin H. Land.  
Polaroid T. M. Reg. U. S. Pat. Off.



She knows the secret of charm!



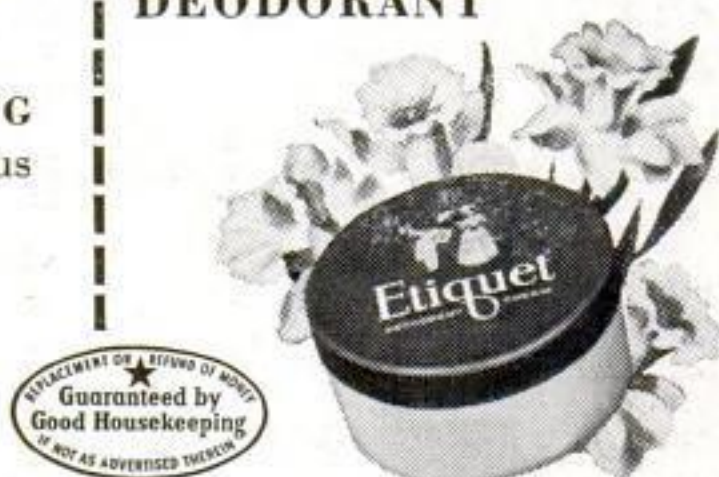
## Safe-and-sure deodorant ends perspiration troubles!

1. **ETIQUET** actually ends under-arm perspiration odor—*safely—surely!*
2. **ETIQUET**—made by specially patented formula—really checks under-arm perspiration!
3. **FLUFFY-LIGHT AND SOOTHING**—Etiquet goes on easily—disappears in a jiffy! No gritty particles!
4. **NO DAMAGE TO CLOTHING** when you use Etiquet—famous cloth-test proves!
5. **MORE ECONOMICAL TO BUY**—Etiquet won't dry out in the jar! Four sizes, 10¢ to 59¢.

PRODUCT OF LEHN & FINK

# Etiquet

THE SAFE-AND-SURE DEODORANT



**NOW! ALSO AVAILABLE IN HANDY TUBE!**

## Baptist Church CONTINUED



**GLASS-ENCLOSED "BABYLAND"** in balcony is soundproof and allows parents to attend services without having to worry about their crying babies.



**A YOUNG BAPTIST** is fed by his father, who can hear sermon through loud-speaker. On wall above him is one of two germicidal lamps which curb disease.



**CHURCH COLLECTION** is counted by temple officials after service. The temple's first collection was only \$1.18. It now averages \$5,500 every Sunday.





HONEYMOON ON THE ROCKY COAST OF MAINE...  
where sea and sun bid welcome. Painted for  
the De Beers Collection by Nicolai Cikovsky.

## a Diamond is forever

One-quarter carat  
25 POINTS  
\$80 to \$195

One-half carat  
50 POINTS  
\$200 to \$440



One carat  
100 POINTS  
\$460 to \$1060

Two carats  
200 POINTS  
\$1000 to \$3000

The price ranges at left were developed for your guidance through a nationwide independent check among representative jewelers in April, 1949. (Exact weights shown are infrequent.) Add Federal tax.

**T**ogether, hearts light with love, they've shared their new life's happiness . . . the church so full of music and of friends, the wedding banquet marked with cake and laughter, and now, these touched-with-magic days in a world that seems their own. In the engagement diamond on her finger, a fire is kindled by such joys, to light their way through future days with hopes and memories. That is why her diamond, though it need not be costly or of many carats, should be chosen with special care. Color, cutting and clarity, as well as carat weight, contribute to its beauty and value. A trusted jeweler is your best adviser.

De Beers Consolidated Mines, Ltd.

H. W. AYER & SON





# "De-lish!"

**J**UST IN CASE you don't happen to know—the durian is a fabulously delicious fruit about the size of a small watermelon. It grows in the East Indies, and some say its smooth, cream-colored meat tastes like ambrosia bathed in May moonlight! The plump seeds, when roasted, make chestnuts shed their shells in shame! Unhappily, though, durians have a *very* unpleasant odor!

Chances are, you've never seen or eaten a durian—for it's perishable as patience! But that doesn't mean you may not *someday* enjoy durians right in your own home—and perhaps minus their offensive odor! For there seems to be no limit to the ingenuity and ability of American food packers in bringing all kinds of fine foods to your table.

*And the real miracle of their accomplishment lies in those two words "all kinds." For, the average American family enjoys a greater variety of delicious, nourishing foods—at everyday prices—than ever pleased the palates of princes in the past.*

Just think! A whole recipe-book of wonderful, nourishing soups at around 15 cents a can! Breakfast foods—delicious *dozens* of them—at pennies per portion! Meats, fish, vegetables, fruits—almost without end—brought to your table at the peak of their flavor. And now *frozen* foods: strawberries in January; corn-on-the-cob in April; and hosts of other short-season delights that cancel the calendar!



# Durian for dessert!"

What makes America's table so bountiful? It's your good old friend—*mass production*.

But mass production of any product—at low prices—comes into being only when *a great many people* can be persuaded to buy that product. And *that's* the job of national *advertising*!

Proof? Forty years ago an orange was a treasured fruit—in most American homes—to be slipped into a youngster's stocking at Christmas; few Americans had ever *tasted* a grapefruit. *But you've seen a lot of citrus fruit advertising since those days!*

What does all this food advertising cost you? Far less than you probably think. On a dozen oranges, for instance, it averages about a fourth of a cent.

But wait; if that money *weren't* spent for advertising to create the demand that boosts the production that lowers the cost—there we are, right back at the beginning again!

- *So, when you figure it out, you soon realize that advertising actually saves you money.*

And equally important is the automatic safeguard imposed by the very *act* of national advertising. For, advertisers know that the sales success of a product goes hand in hand with its honest presentation to the public.

**LIFE**

Reprints of this message are available, on request. Write to: 2500 Time & Life Building, New York 20, N. Y.







PURITY. BODY. AND FLAVOR IN EVERY GLASS



...PURITY... AMERICA'S LARGEST SELLING ALE...



IN EVERY



...PURITY, BODY, AND FLAVOR IN EVERY GLASS



AMERICA'S LARGEST SELLING ALE







would go best with their getups. Unable to capture the phone, Father finally goes to his office and begins to look after long overdue business only to have his wife call and bawl him out for not leaving her enough money to pay for a C.O.D. package. Says he, "All right, dear, I'll be right home," and he was within an hour.



**FATHER IS LADEN** with bundles from grocer, butcher, liquor dealer. Everybody else is so busy with preparations that he has to do shopping.



**FATHER IS DAZZLED** by Joanne's display of wedding presents. Being a light drinker himself, he was amazed at the preponderance of cocktail sets.



**ENTERTAINING** the groom's parents (center) is just one more chore for Father. The Merwins broke precedent by paying the first call on the Saraccos.



**THE POLICE CHIEF** is paid a visit by Father, who arranges for him to attend the wedding in plain clothes, just in case his services are needed.



**REHEARSING** for the wedding in St. Matthew's Episcopal Church, Father and the ushers arrive late, and there is a general air of impending disaster. Uneasily rubbing his neck, Father suffers from a recurrence of his old malady: aisle-shyness.



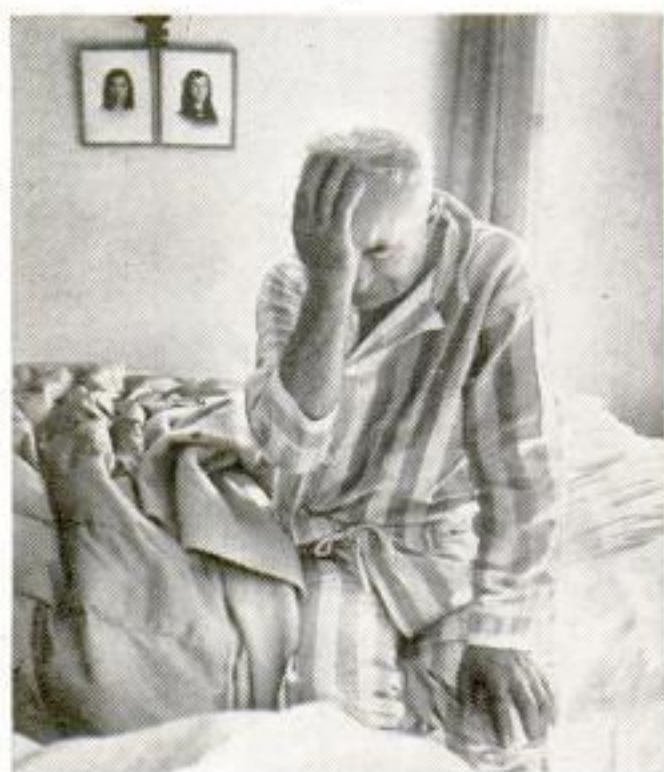
**FATHER IS FITTED** with cutaway which he rents for \$10. Clerk says he keeps lights dim to hide the fact that coats and pants do not always match.



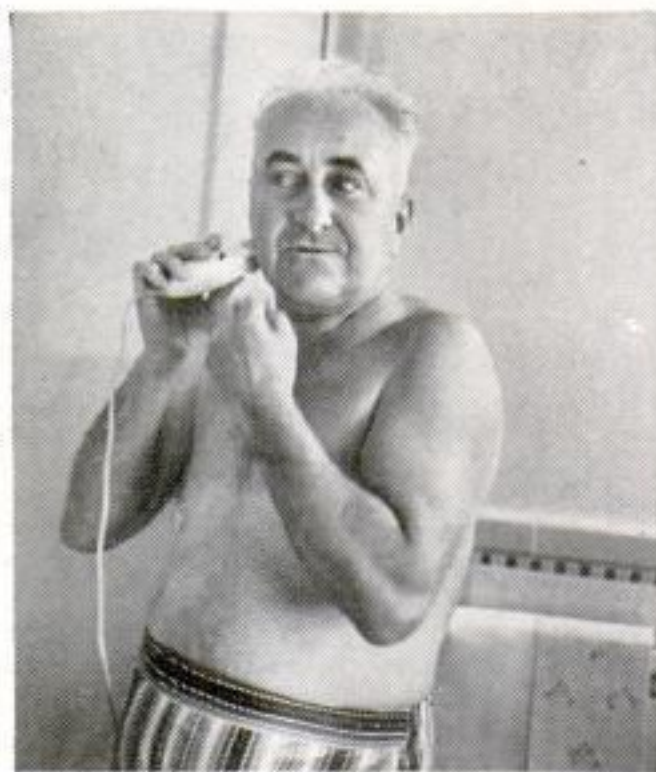
**FATHER IS JITTERY** from frequent expeditions to the bank to withdraw money. He spills bills on the floor but regains them—for a short time.



# Father of the Bride



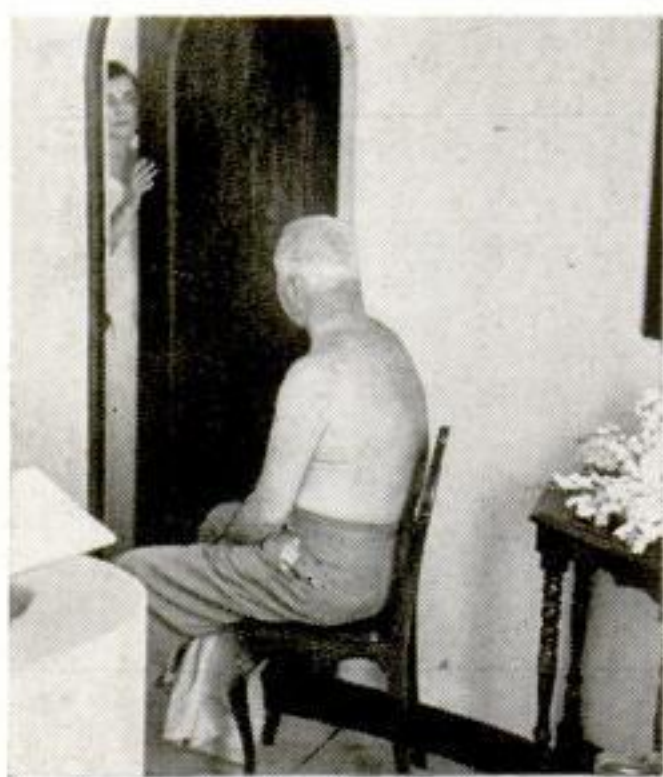
**ON WEDDING DAY** Father rises reluctantly, dead tired from the furniture moving, family parties and general pandemonium of the past weeks.



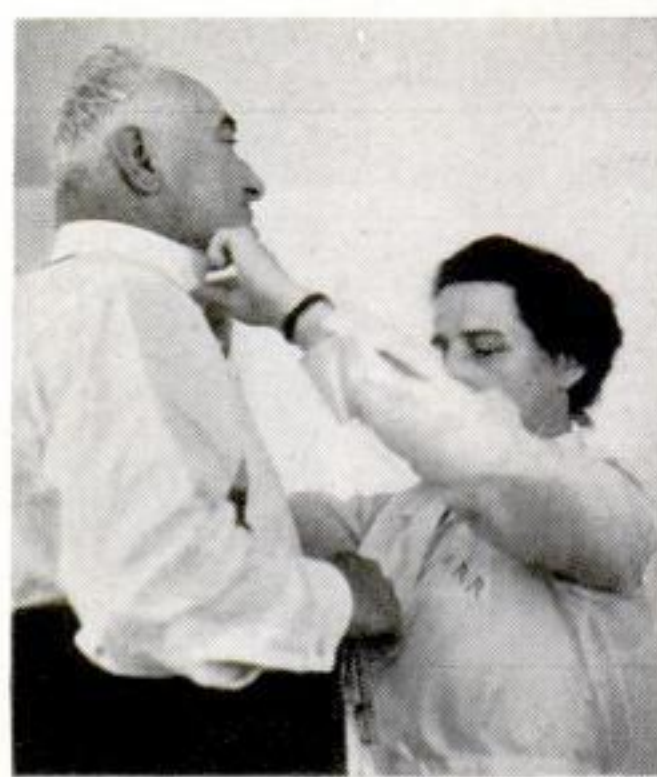
**SHAVING** quickly with an electric razor, he scowls from the strain of remembering myriad things he must do before the ceremony begins at 3:30.



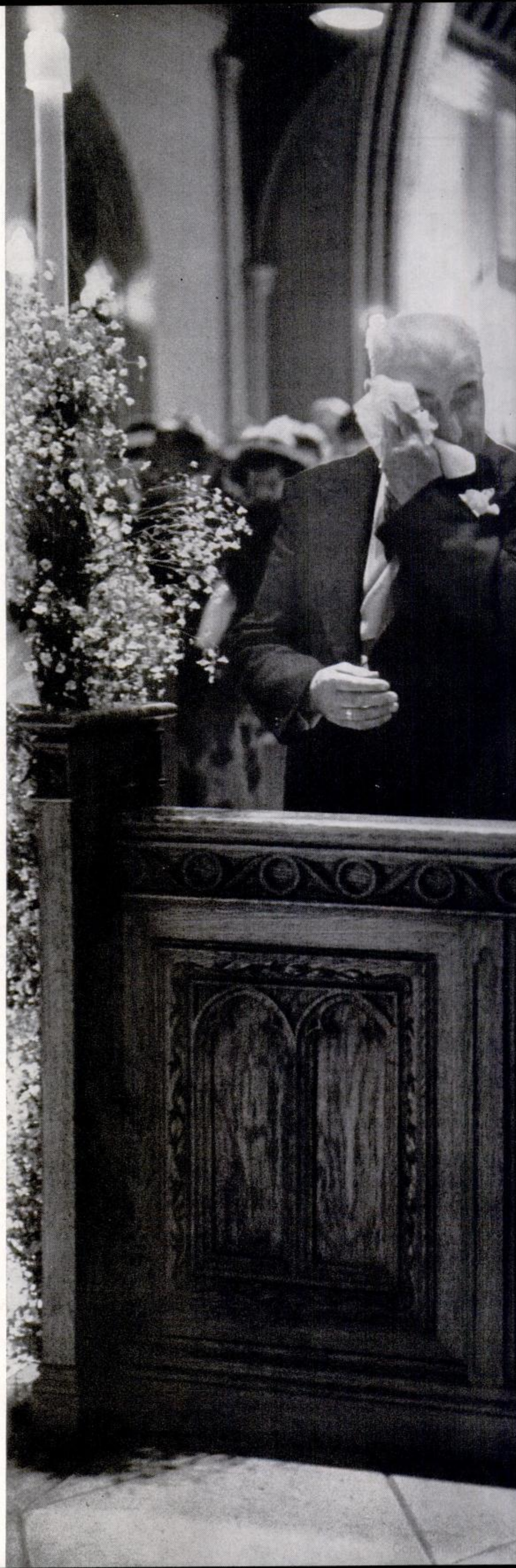
**SHAKING HIS DAUGHTER**, Father routs Joanne from a deep, deep sleep. She resists violently, finally crawls out of bed, protesting every inch. His next jobs are shampooing the two dogs, Sandy and Andy, meeting the caterers, who come early, and supervising the brewing of 15 gallons of Orange Blossom punch.



**A WEARY VIGIL** is kept by Father in afternoon, waiting for his own bedroom to be vacated by bevy of bridesmaids who came to attend Joanne.



**FINISHING TOUCHES** on Father are executed by the awesomely efficient cateress, Miss Dirr, who is summoned to fasten ornery collar button.







RUMPLED BUT UNBOWED, FATHER WATCHES FROM CHURCH AS DAUGHTER DRIVES AWAY

# Father of the Bride

AN UNSUNG AMERICAN HERO IS FINALLY HONORED

PHOTOGRAPHS FOR LIFE BY MICHAEL ROUGIER

For generations American fathers, mute and inglorious, have suffered through their daughters' weddings. But this Spring these unsung heroes became the subject of a hilarious book, *Father of the Bride* (Simon and Schuster, \$2.50), by Edward Streeter, who is a vice president of a New York bank and author of 1918's famous best-seller, *Dere Mable*. Inspired by his account, LIFE presents the true story of Peter Saracco, a steel tank maker from Hillsborough, Calif., who last month married off his daughter Joanne and survived in fairly good condition.

As head of the family, Saracco's position was strategically terrible. His elder daughter, Pat,

had been married 2½ years ago, and she was a wedding expert. His wife refused to be bossed around, as did the bride. Father offered Joanne and her fiancé, Edward Merwin, \$1,000 if they would give up a fancy wedding and elope to Nevada. Joanne, outraged, said no.

Father's peace was shaken by wild confabs over clothes, food and the rearranging of furniture. There were shopping forays that rivaled the quest for the Golden Fleece. Father acted the role of errand boy, moving man and signer of checks. Curiously, his presence was needed always, his advice never. How he faced the ordeal is reported on the following six pages.



# Father of the Bride



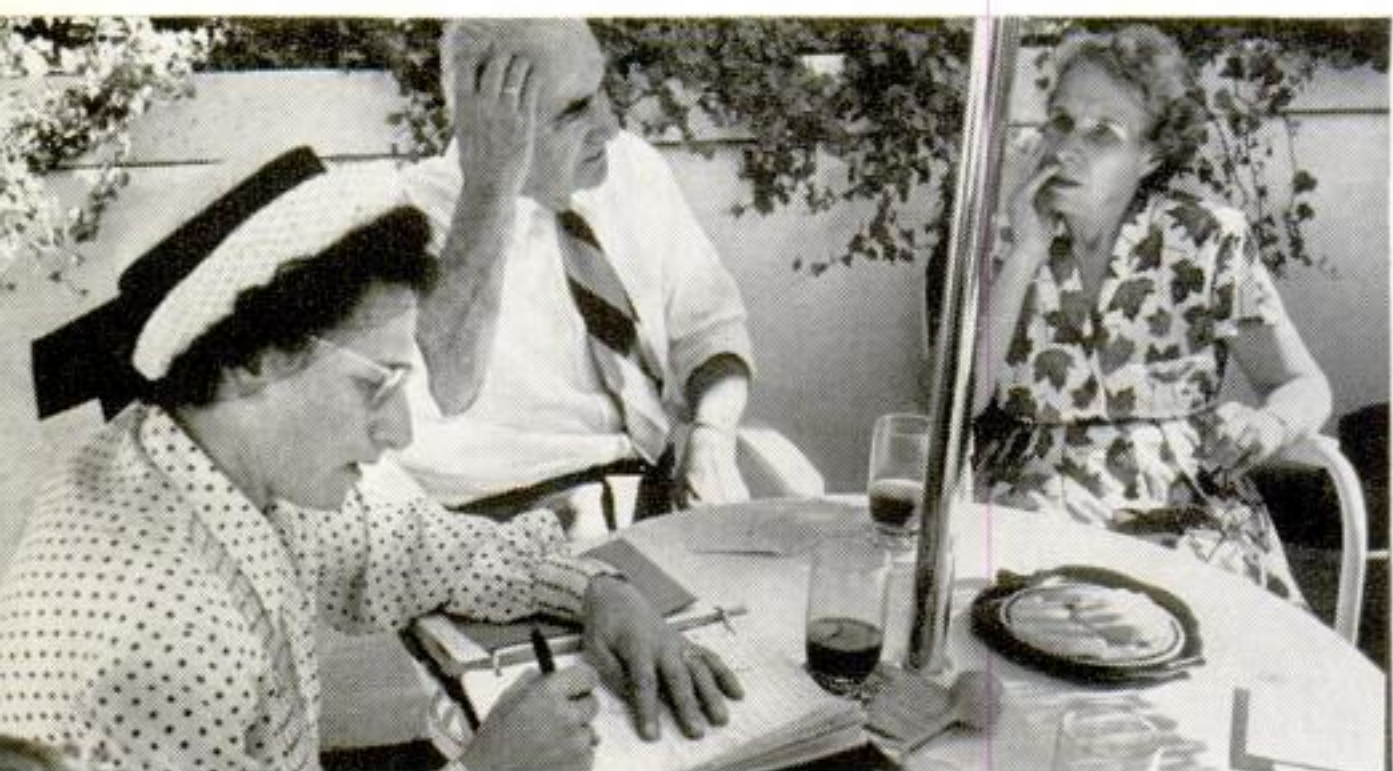
**FATHER IS SNOWED UNDER** by uproar of his younger daughter's wedding in the last few days before the event. He meekly sips his breakfast coffee while daughter Joanne (right) brandishes her letters of congratulation at a visiting cousin.



**"I WANT IT THERE."** That's my decision," snaps Father about placing garden furniture for guests. Mother says, "Your decisions don't go."



**A FLOWER SQUAD**, led by Mabel Leong from Chinese florist, plans to decorate house. Arguing with his wife, Father gasps, "Do it your own way."



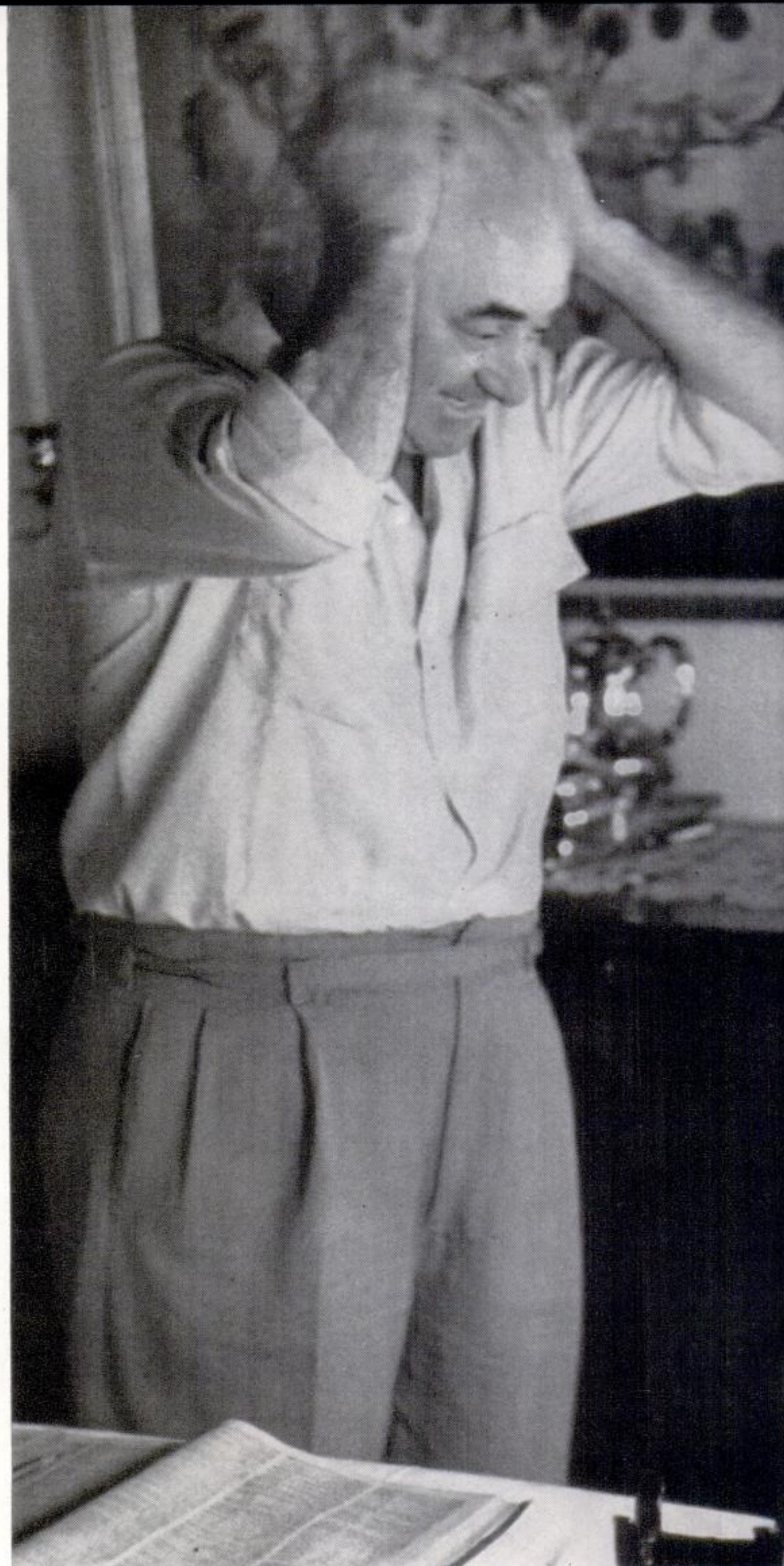
**CONFERRING WITH CATERESS** Dorothy Dirr (left) and his wife, Father finally consents to double the punch order and increase hired helpers from six to nine. Miss Dirr ran wedding like a general, even kept fresh gardenias in Father's lapel.



**FATHER IS ORDERED** by his wife and Joanne to lug furniture upstairs to prepare the ground floor for guests. The orders are very unclear, very firm.



**FATHER IS SCOLDED** by wife for tracking garden mud onto the carpet after she shanghai's him into hanging new drapes to match green bedspread.



**TELEPHONE FRUSTRATION**, not uncommon in Saracco family, reaches a peak when Father wants to make an urgent business call to his office to discuss blueprints for the construction of steel water tanks. Over the phone Joanne with mysterious intensity is discussing with one of her bridesmaids what color flowers



**FATHER IS VANQUISHED** by his elder daughter Pat, who wants sofa moved to cellar. In vain he protests, "Jeez, the hired help will sit on it."

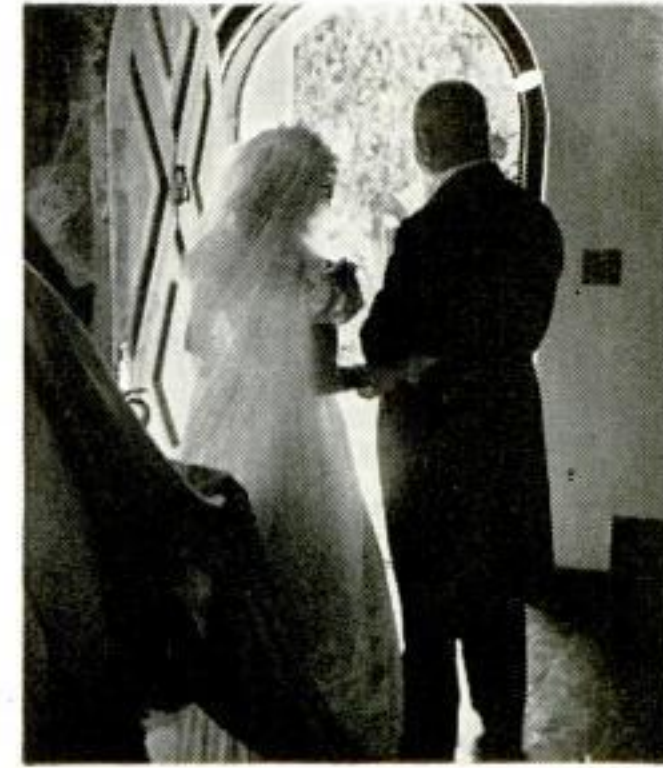


**FATHER IS INSPECTED** by Joanne, who spies ink spots on his pants when he comes home for latest shopping list left for him in the kitchen.





**VIEWING THE BRIDE**, Father is wonderfully proud of his Joanne, who looks lovely and poses with her mother for a few last-minute photographs.



**HAND IN HAND**, Father and Joanne depart for church. Leaving girlhood behind, she stands in home for last time as his unmarried daughter.



**OFF TO THE WEDDING** in limousine, Father really beams for first time and grabs a strap as if to brace himself for the last ordeal. Next to him is his daughter's professional veil-arranger, whose services were hired from a San Francisco women's shop. Father begins to feel all the fuss and feathers were worthwhile.



**FINAL COACHING** just before the march down aisle is given to Father and Joanne by Mrs. Dusto, a professional wedding consultant, at church.



**FATHER STEPS BACK** after he has handed over Joanne to the groom, and ceremony proceeds. Then Father blows nose vigorously and joins wife.

← **FATHER SNIFFLES BY HIS WIFE AS DAUGHTER IS MARRIED**



# Father of the Bride



**BRIDAL BOUQUET** is tossed by Joanne from balcony of her home while Father watches her unobtrusively behind the wedding guests.



**FOR A QUIET TEAR** Father deserts the reception for few minutes with sister, Della Finnerty. Said she, "He just broke down a little."



**ALONE AT HIS OWN PARTY,** Father (center) enjoys a short breather while some of the 500 guests wait for an hour to pass through the receiving line, trample his lawn and prize flower beds, elbow each other for a piece of wedding cake (upper left) and file through his 12-room house to scrutinize the 211 wedding gifts.



**REVIVING NIP** is taken by Father during reception from a rarely used bottle he hid in the cellar where guests could not find it. They did anyway.



**A LAST PRESENT** is jokingly given to each daughter. Joanne (right) gets \$20 and Pat (center) gets a token \$5, bursts into flood of sentimental tears.



**"YOU'RE ON YOUR OWN,"** says Father to Joanne as she departs on motor trip, "but wire if you need money." They did—for \$100 to get back home.



**WITH RICE** on shoulders, Father watches bride roll out of his life. "They should have thrown grass seed," he grumbled later, inspecting his lawn.

AT RECEPTION'S END FATHER IS LEFT ALONE WITH HIS MEMORIES AND BILLS →









DR. SCHWEITZER PLAYS BACH IN COLORADO





# Albert Schweitzer

Reverence for life and faith in the individual against the mass are keys to the philosophy of a great thinker and humanitarian

by WINTHROP SARGEANT

**A**S the California *Zephyr* streaked across the Midwestern plains almost three weeks ago, two passengers diffidently approached a large, patriarchal man who sat deeply preoccupied in a clutter of dilapidated luggage and manuscripts. Hollywood would have typed him as an absent-minded professor or an old-fashioned country doctor. His gray hair stood up in an unruly mop. He wore a rumpled gray suit and a diminutive black ready-knotted bowtie. His upper lip was covered by a rank drooping mustache. He peered through a pair of antiquated steel-rimmed spectacles while his large, stubby peasant fingers wrote meticulously on a paper in his lap. He was obviously a per-

sonality of consequence. "Are you Mr. Einstein?" his fellow passengers inquired shyly. The old man looked up, set his writing aside and began speaking in French. Happily the passengers could understand. "No," he replied, smiling, "unfortunately not. I have the same kind of hair as Dr. Einstein [he pointed at his wayward thatch] but inside, my head is altogether different. Dr. Einstein has a much greater mind for scientific subjects. However I am an old friend of Dr. Einstein's. Would you like me to give you his autograph?" The passengers expressed delight, and the old man reached for a scrap of paper. On it he wrote in neat, round script, "Albert Einstein, by way of his friend Albert Schweitzer."

CONTINUED ON NEXT PAGE





**"Got a minute? Have a Hires!"**

"Deadeye Dick" is being ambushed. Susy is bound to think well of a young man who offers Hires. There's loads of come-on in the sparkling flavor with the velvet edge. Real root juices make that flavor — make

Hires naturally delicious! Say "Hires!" for your two-some at fountains. Dig down for it at coin machines. Bring the six-bottle carrier home. There, or anywhere, Hires makes a minute mean so much!



## SCHWEITZER

Surrounded by Colorado mountains and a group of world-famous intellectuals, Albert Schweitzer relaxes for a moment from his duties as the star attraction of Aspen's Goethe Festival. Dr. Schweitzer had arrived in America after a long journey from his hospital in Africa, bringing along the manuscript of a speech on Goethe, which he continued to edit and alter almost up to the time he delivered it. He talked to reporters with grandfatherly geniality, parried questions about his impressions of America but gave his unstinting praise to American aid to Europe through the Marshall Plan, calling it a "strong spiritual manifestation."

In Aspen, quartered with his wife in a Victorian carriage house on the estate of Walter Paepcke, paper-box man, he good-naturedly treated his host to interpretations of Bach on the Paepcke piano (*preceding pages*). After listening to a concert by Pianist Artur Rubinstein on the day after his arrival Schweitzer

## SCHWEITZER CONTINUED

At Chicago, in a temperature of 99°, Albert Schweitzer descended to the station platform to stretch his legs. While he stood there conversing with a few friends, a woman appeared, carrying two heavy suitcases. Schweitzer immediately dropped the conversation, gently approached the woman, grasped her bags with his powerful hands and carried them into the train for her. Several of the bystanders, shamed by this display of gallantry on the part of a 74-year-old, located other heavily laden travelers and busied themselves imitating Schweitzer's example while Union Station looked on in bewilderment. As the train pulled out in the direction of Colorado, where he was to be guest of honor at the Aspen Goethe Festival, Albert Schweitzer looked excitedly out of the windows and chatted good-naturedly in French and German about his impressions of America. He gesticulated wildly in admiration as the great plains swept by the train west of the Mississippi. "What magnificent space!" he exclaimed. He was astonished by the numerous automobile junkyards, which he referred to as *cimetières d'automobiles*. He was equally astonished at the chromium instrument panel in his air-conditioned roomette, with its buttons and switches for electric fans, radio and lights. "Regardez!" he murmured. "So many stops. It's like playing the organ." When he was told about the airlift that brought food to the snowbound animals of the Western prairies during last winter's heavy storms, he practically exploded with enthusiasm. "Ah!" he remarked with tears in his old eyes, "the poor animals. What a magnificent achievement. *Vive l'Amérique!*"

While Albert Schweitzer was getting acquainted with America, America was getting acquainted, somewhat belatedly, with Albert Schweitzer. Specialists in half a dozen fields of learning had long

**GOT ANYTHING GOOD FOR SANDWICHES?**

**YOU BET... THE BEST DEVILED HAM YOU EVER TASTED -UNDERWOOD'S!**

**THE ORIGINAL! ALL FINE HAM ZESTFULLY SEASONED**

**UNDER WOOD**

TRADE MARK

NET WEIGHT 2 1/4 OUNCES

**DEVILED HAM**

**P.S. Mix UNDERWOOD'S with mayonnaise. It's good and goes further!**





# VISITS ASPEN

was besieged by autograph hunters. Despite Paepcke's protests, he insisted on giving them all his autograph ("It is my duty," he said) and included in each one a personal reference to the individual who asked for it. Fatigued by the altitude (7,930 feet) he left Aspen immediately after his speech, rested up for a day in Denver and then traveled on to Chicago, Boston and New York where one of his main objectives was to visit U.S. pharmaceutical supply houses with a view to bringing his African medical equipment up to date.

The men clustered about him in the picture above are (left to right) Thornton Wilder, author and playwright; William Ernest Hocking, philosophy professor emeritus of Harvard; the world-famous Spanish philosopher José Ortega y Gasset; Jean Canu, French literary historian; Halvdan Koht, Norwegian historian and diplomat; G. A. Borgese, critic, poet and historian; Elio Gian-turco of the Library of Congress; Gerardus van der Leeuw, Dutch theologian.

known him as a great fellow specialist. Musicians thought of him as one of the great living organists and as the author of a revolutionary book on the interpretation of the music of Johann Sebastian Bach. Religious thinkers knew him as a master theologian whose books on Jesus and St. Paul had rocked the foundation of erudite Christian scholarship. Philosophers knew him as a rather weighty Germanic writer in the metaphysical tradition of Kant, a man of immense philosophical learning and a gentle but relentless analyst of the weaknesses of contemporary civilization. Every organ-builder in the world had consulted his treatises on the construction of organs. But to most ordinary people who knew about Schweitzer at all, his intellectual achievements were overshadowed by the dramatic story of his life. They had heard about him as the Alsatian pastor's son who had grown into a great organist and philosopher and then, at the age of 30, had renounced his successful career to study tropical medicine and bury himself permanently among the downtrodden natives of French Equatorial Africa. They had read about his St. Francis-like solicitude for all living things—how he avoided treading upon ants and beetles that crossed his path and even regretted having to kill the disease germs he found under his microscope. They had heard of his various trips back to Europe, giving recitals on the organ and lecturing at places like Oxford and the University of Prague to raise money for his jungle hospital. The Schweitzer they knew was the saint and the great humanitarian.

There was, of course, another side to this picture. Schweitzer the great practicing Christian was the concrete embodiment of Schweitzer the thinker. His life of renunciation and service to his fellow men was the logical outcome of a philosophy which began to be formed in boyhood, and which he later developed in a series of theological and philosophical writings that might have made up

CONTINUED ON NEXT PAGE

More men want

**Jockey\***

underwear

for buoyant comfort

Jockey Short

Get the Complete Jockey Underwardrobe

Jockey Short for active sport

Jockey Midway for every-day wear

Jockey Bellin for dress-up wear

Jockey Over-Knee protects tender skin, trouser press

Jockey Long for full-leg protection

● Jockey Underwear gives you buoyant support, smart trimness, the greatest all-round value in underwear!

And what unequalled comfort you get from Jockey's famous features—no gap opening, protective cradled pouch, smooth no-bulge seams, waistband of long-life natural rubber elastic. Look for the "Y-Front" on the garment—it's your assurance that you're getting the famous Coopers product.

See your Jockey dealer. He has the "Hip-Tape," special measuring method copyrighted by Coopers. It assures you perfect fit all over—waist, hips and crotch. Then, get Jockey and get really comfortable! Buy Jockey Contoured Shirts to match, short sleeves or sleeveless.

Also Jockey Underwear in Children's Sizes

Be modern... wear knit support underwear... insist on the Jockey\* label

it's a brand...it's a trademark...it's made by  
**Coopers** INC.  
Kenosha, Wisconsin

\*REG. U.S. PAT. OFF.  
Licensees: Canada, Moodies; British Isles, Lyle & Scott; Australia, Speedo; New Zealand, Lane-Walker-Rudkin; Switzerland, Vollmaeller; Colombia, Ego; Italy, Sacit; France, Verdier.



# Fleischmann's makes America's most delicious Gin Drinks... **BECAUSE...**

It's the Gin that gives you all **4**...



**QUALITY**



**SMOOTHNESS**



**TASTE**



**MIXABILITY**

\*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF.  
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

## New and Wonderful! ... by **BENEX** Brushless



**DRIVES TOUGHNESS OUT OF WHISKERS!**

PATENTED "WETTING AGENT" IN NEW BENEX SOAKS ANY BEARD SOFTER—ACTUALLY MAKES BEARD  $\frac{1}{3}$  WATER!—SO RAZOR WHIZZES THROUGH!

**SMOOTHER, EASIER SHAVES BY TEST!**

IN ACTUAL SHAVING TESTS BY HUNDREDS OF MEN, NEW BENEX WON OVER EACH LEADING BRAND TESTED!

At drug counters... or try sample...

**FREE!** Send for generous tube! A full month's supply!

Paste on penny postcard if you wish. (This offer expires Dec. 31, 1949.)  
Bristol-Myers Co., Dept. L-792  
630 Fifth Ave., New York 20, N. Y.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

(Offer limited to residents of U.S.A.)



**EXTRA COMFORT!**  
AFTER-SHAVING ACTION  
LEAVES SKIN FEELING FINE!

GET BRISTOL-MYERS' BRUSHLESS WONDER TODAY!

## SCHWEITZER CONTINUED

the entire career of a less incredibly versatile man. Even in the hot African jungle Albert Schweitzer continued to be one of the 20th Century's most tireless and prolific thinkers. In his bare study in the missionary compound at Lambaréné, seated on a backless wooden bench, the great doctor worked a few hours every day on a huge work, the *Philosophy of Civilization*. As each page was finished in his meticulous longhand, he punched a hole in it and hung it by a string on one of a series of pegs on the wall near his meager jungle library. This device kept it safe from the ants and from Schweitzer's pet antelope, which sat under his workbench and had once eaten half a chapter or so that the doctor had carelessly left lying around. Within 10 years after his arrival in Africa, Schweitzer had produced two volumes of his monumental work. He has since completed a third. In this work Schweitzer has given the world his intellectual testament. It is a contribution which would have ranked him high among thinkers even if no one had ever heard of his saintly life.

Schweitzer is a Christian philosopher of morals, politics and history. Like Arnold Toynbee and the late Oswald Spengler, he is deeply concerned with what he calls the "suicide of civilization." For all his mechanical, institutional and scientific progress, modern man, according to Schweitzer, is facing the probability of cultural doom. And this doom is all the more threatening because it is the doom "not of a civilization [as in the cyclical theories of Spengler and Toynbee] but the doom of civilization itself." There is no other civilization to take its place, should Western civilization go down to collapse, for Western civilization has spread, with more or less deep roots, to nearly every nation in the world, including the ancient and culturally moribund countries of Asia. Western civilization is today the only living civilization, and its moral ideals, however tattered and stained, are the only practical guides to the survival of an enlightened way of life.

Unlike Spengler, Karl Marx, Hegel and the other 19th Century thinkers who regarded history as an inevitable process over which men have little or no control, Schweitzer sees a ray of hope for the future. Like the humanists of the Age of Enlightenment, he sees history as the product not of blind forces but of the human mind. What the human mind has created, it can presumably control, but Schweitzer finds that the control of civilization has passed more and more from the individual human mind into the hands of irresponsible forces of mass thinking and machine-age organization.



## SCHWEITZER

In his jungle hospital near the town of Lambaréné, one degree south of the equator in French Equatorial Africa, Albert Schweitzer, who began life himself as a sickly child, has spent most of his career from the age of 38 on curing sick natives. Since his arrival there, when he was forced to perform his surgical operations in a dilapidated hen house, Schweitzer has cleared back the jungle and built additional hospital structures with his own hands until now they contain beds for more than 350 patients. With his primitive charges, who often make off with his chickens and mosquito netting, Schweitzer deals like an understanding but firm patriarch, preaching sermons to them once a month on elementary moral ideas like the evil of stealing and of killing one's neighbor. He is a great believer in their "high moral and rational capacities" and once recounted the story of a cannibal who remarked to him during World War I

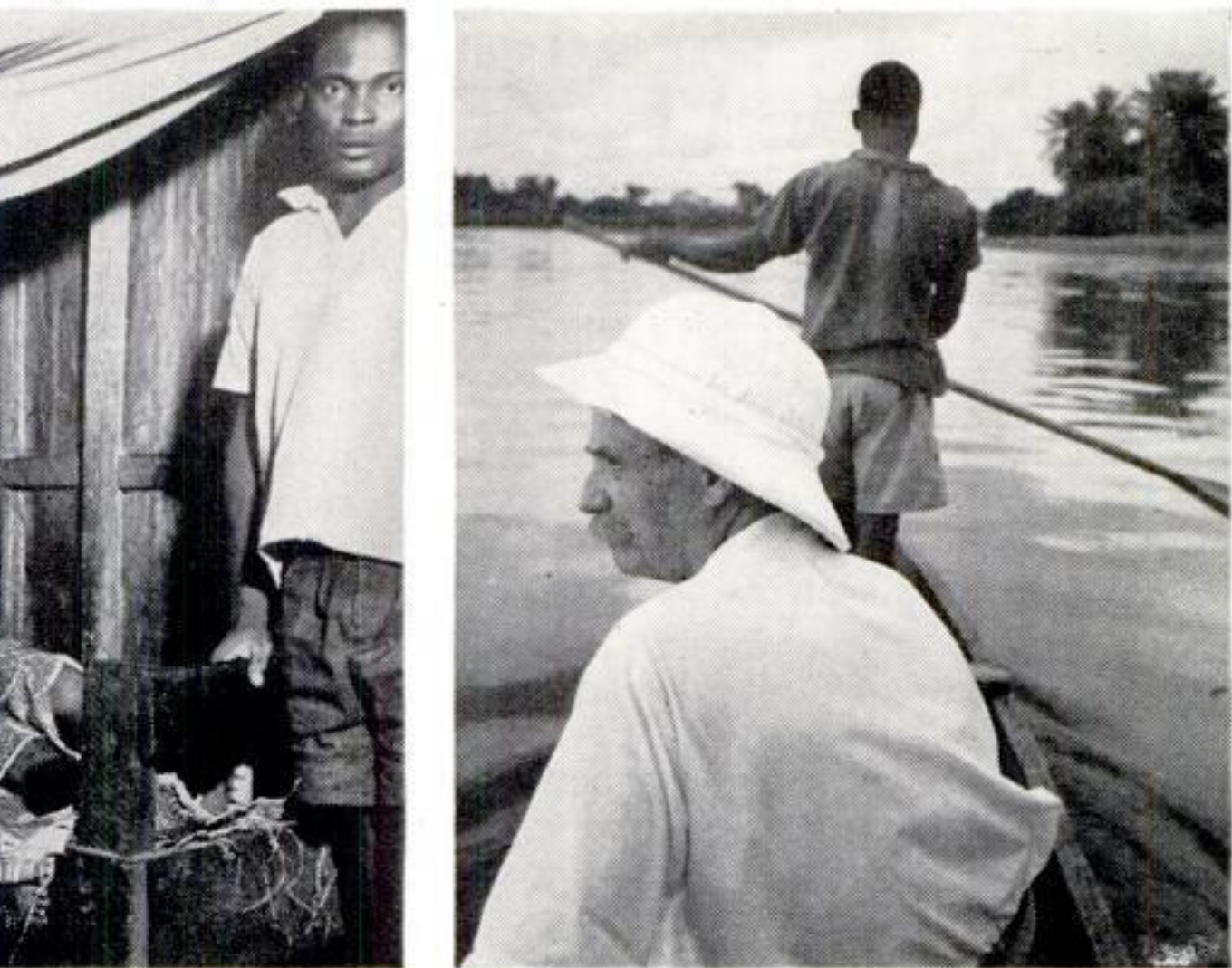


Despite his material advance the average man is more than ever lost in a primitive struggle for survival and has surrendered the right to reflect on the purpose of his life and on the direction in which he wishes society to progress. The modern man, even the so-called leader, has abdicated his freedom of will in deference to "public opinion" and to mass illusions of false progress. Even, or especially, among scientists it has become almost a matter of good manners to declare oneself incompetent on ultimate questions of good and evil. Philosophy, which should be leading the world, has become to a great extent an academic pastime for professors. Politics, instead of concerning itself with basic principles of freedom and justice, concerns itself with materialistic and illusory theories of social and economic progress. Thus, to a dangerous degree, mankind has lost sight of the right and duty of the individual to choose between good and evil in working out his own salvation.

The leers of Mephistopheles

IN looking at the far-off spectacle of Western civilization from his African jungle during World War I, Schweitzer painted a gloomy picture. "Modern man," he wrote, "is lost in the mass in a way which is without precedent in history. . . . Our institutions are a failure because the spirit of barbarism is at work in them." "In deeds of violence and murders a thousandfold, a brutalized humanity plays its cruel game. Mephistopheles leers at us with a thousand grimaces. In a thousand different ways mankind has been persuaded to give up its natural relations with reality and to seek its welfare in the magic formulas of some kind of economic and social witchcraft, by which the possibility of freeing itself from economic and social misery is only still further removed. And the tragic meaning of these magic formulas, to whatever kind of economic and social witchcraft they may belong, is always just this, that the individual must give up his own material and spiritual personality and must live only as one of the spiritually restless and materialistic multitude which claims control over him." Modern man, Schweitzer believes, has surrendered his personal opinion, and with it his moral judgment. He thinks of progress only in terms of reformed institutions. He has an obsession that if he could only get his institutions perfected, civilization would take care of itself. But in this, Schweitzer affirms, he is tragically mistaken. "It will ever remain incomprehensible," he concludes gravely, "that our generation, which has shown itself

CONTINUED ON NEXT PAGE



IN LAMBARENE

that "we kill people for food, but Europeans kill them merely out of cruelty." In curing his patients, Albert Schweitzer often made practical compromises with primitive superstition, pretending to remove the evil spirits from wounds and even permitting mothers and newborn infants to be painted white from head to foot in order to frighten away devils. Today Schweitzer has a number of European assisting doctors and nurses at his jungle hospital and has given up surgery because his eyes, at 74, are not quite as good as they used to be. The photographs above (two of which are reprinted from LIFE's Oct. 6, 1947 story on Schweitzer) show Schweitzer (from left) seated in his jungle study working on the manuscript of his *Philosophy of Civilization*; sitting beside the bed of a sick native patient, and traveling in a native canoe up the Ogowe River near the spot where he discovered his ethical principle of "reverence for life."

ATHLETE'S FOOT MISERY?

ABSORBINE JR.'S "WET-DRY" ACTION BRINGS RELIEF!

Absorbine Jr.'s "Wet-Dry" action helps relieve Athlete's Foot in two ways!

First, Absorbine Jr.'s "wetting" action cleanses the area of infection by removing dead skin and dissolving the stale perspiration products on which Athlete's Foot micro-organisms thrive. This allows Absorbine Jr.'s active ingredients to contact and kill all of the Athlete's Foot micro-organisms it can reach.

Second, Absorbine Jr.'s "drying" action between the toes inhibits the growth of infecting micro-organisms. Absorbine Jr.'s "Wet-Dry" action helps to heal the open cracks and promotes regrowth of a smooth unbroken skin barrier against reinfection!

When tested clinically under strictly controlled conditions, Absorbine Jr. proved successful in 3 out of 4 cases!

Caution: In severe cases of Athlete's Foot it is not possible for Absorbine Jr. to reach and kill all of the Athlete's Foot micro-organisms. If your own case of Athlete's Foot persists after using Absorbine Jr. as directed, consult your physician.

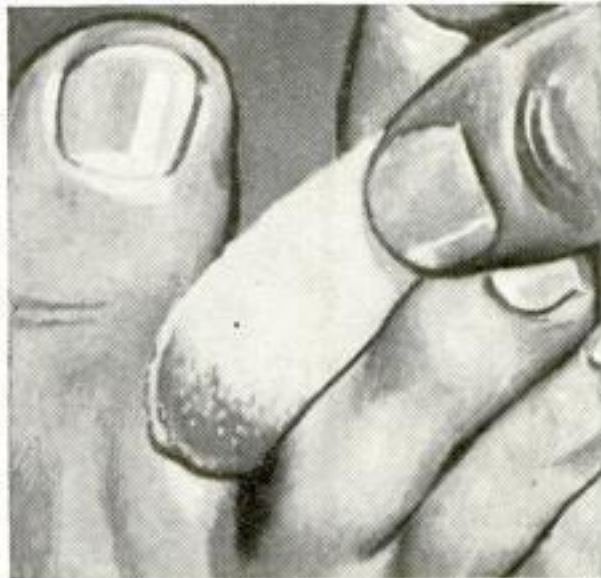
Guard Against Reinfection: Don't share towels or bathmats. Boil socks at least 15 minutes to kill the micro-organisms. Get your Absorbine Jr. at any drugstore today . . . \$1.25 a bottle.



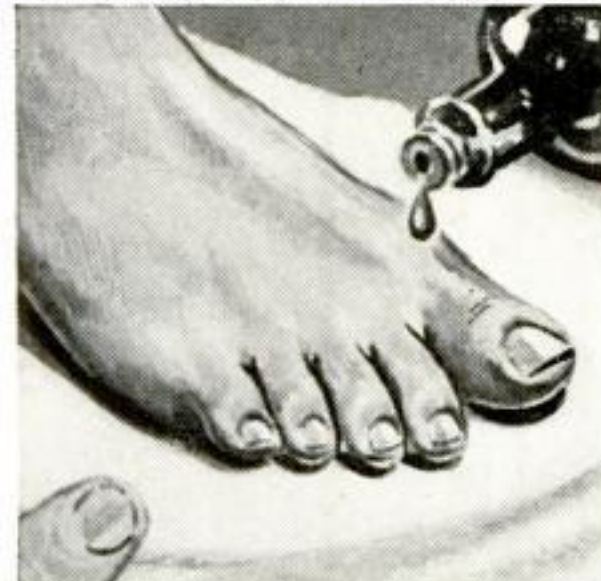
Look for cracks between the toes tonight



Examine the skin between your toes tonight. When cracks appear between your toes it means that Athlete's Foot micro-organisms can strike. It's time for Absorbine Jr.



Pass a swab of cotton soaked in Absorbine Jr. between the toes. Its "wetting" action removes the flaky dead skin and dissolves the stale perspiration products on which Athlete's Foot micro-organisms thrive.



"Rinse" between the toes with Absorbine Jr. full strength. Its rapidly evaporating ingredients dry the skin between the toes to inhibit growth of Athlete's Foot micro-organisms. Absorbine Jr.'s "Wet-Dry" action helps heal broken tissue, thus promoting a smooth unbroken skin barrier against reinfection.

W. F. Young, Inc., Springfield, Mass.  
In Canada: Lyman House, Montreal

ABSORBINE JR.





#### SMART SET GUEST

Joan, my dear - a delightful dinner! Won't you whisper the secret of your wonderful roast beef?

#### SMART SET HOSTESS

Gwen, darling - a pleasure! I simply spread Mustard-with-Horseradish on lightly before roasting!

### EXCITING MUSTARD DISCOVERY~ Best Foods Mustard with Horseradish

If you like fine mustard, this is for you! A tangy, tasty mustard—plus a tantalizing dash of horseradish—blended with all the skill and finesse you'd expect of Best Foods! Whenever the recipe calls for mustard, you'll do better with Best Foods Mustard-with-Horseradish. Get a jar—today!

MADE BY THE MAKERS OF HELLMANN'S  
AND BEST FOODS REAL MAYONNAISE



### FOR HOME PERMANENTS!

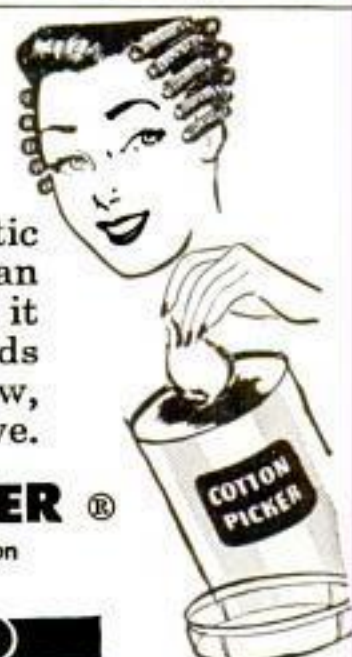
And all your cosmetic uses. Dispenses clean cotton as you need it—special top holds wave lotion. New, practical, inexpensive.

#### COTTON PICKER®

Cosmetic and Nursery Cotton  
A CURITY Product

(BAUER & BLACK)

Division of The Kendall Company, Chicago 16



Rhyncliffe  
TIES  
with the  
DOTS

Easier To Tie, Windsor  
or Regular—America's  
Most Beautiful Ties

ON SALE  
EVERYWHERE.  
DEALERS  
WRITE FOR  
SAMPLES

**Rhyncliffe**

TIES \$1.00 to \$2.50

Edwin Rhein Neckwear Mfg. Co.  
1020 Rock St. Little Rock, Ark.



"Must you give every ball that comes over your Wheaties smash?"

And look at the power N. Y. Giants' Johnny Mize puts into his play! Slugging first-baseman exploded 40 homers last season—and he's eaten Wheaties over 12

years! Famous training dish—nourishing 100% whole wheat flakes, milk and fruit. Second-helping good, too. Wheaties—"Breakfast of Champions!"

## SCHWEITZER CONTINUED

so great by its achievements in discovery and invention, could fall so low spiritually as to give up thinking. . . . With the progress of knowledge and power, civilization has become not easier but more difficult."

In his quest for a solution to this dilemma Schweitzer painstakingly searches the religious and moral ideas of the past. He analyzes the pessimistic philosophies of ancient Greece and the Orient, which deny the reality of the world and find their answers to life in a spirit of resignation. He is attracted by them but ultimately rejects them because they lack the realistic affirmation necessary to progress. He finds a better clue in the humanitarian ideas of the stoic philosophers Seneca, Epictetus and Marcus Aurelius. The teachings of Jesus he analyzes closely. He finds Christianity to be both optimistic and pessimistic. Its pessimism lies in the point of view of the historical Jesus, a Jewish prophet whose conviction that the end of the world and the kingdom of God were at hand led him to discount the necessity for earthly progress. Its optimism lies in the element of humanitarianism in Jesus' teaching, by which he showed the way



AT 17 Schweitzer (left) sported his first pipe for picture taken with a school friend. A *Gymnasium* (high school) student in Mulhouse, Alsace, he was already a great performer of Bach's music.

to an affirmative attitude toward the real world. This optimistic element in Christianity, Schweitzer felt, developed its finest flower in conjunction with the rational ideals of the 18th Century when, for a brief period, rationalism and religion lost their opposition and combined in one of the greatest eras of civilized thought the world has ever known. To Schweitzer the solution to our present problems lies in a return to the rational Christian ideals of this era—ideals which found their most complete expression perhaps in the writings of Johann Wolfgang von Goethe. These ideals would teach modern society to free itself from the overwhelming dominance of mass institutions and mass ideas and to place its destiny again in the hands of thinking and morally responsible individuals. Man must cease attributing his problems

to his environment and learn again to exercise his will—his *personal* responsibility in the realm of faith and morals.

The basis of civilization, Schweitzer concludes, is ethical. Civilization has nothing to do with scientific progress or artistic or cultural productivity pursued for their own sakes. Ethical progress—the advance of man in his moral relations with his fellow men—is the only secure foundation on which humanity can build for the future. The fundamental question facing every human endeavor is not "Is it socially or economically promising, or comfortable or beautiful," but "Is it right or wrong?" If it is right it will automatically lead to progress. It is precisely the loss of this ethical foundation—the growing lack of capacity for thinking about good and evil—which deprives contemporary culture of all sense of direction.

### Reverence for life

**B**UT what is the ethical principle by which mankind can regain this sense of direction? On this question the doctor pondered for years with only fragmentary and tentative answers. It was hard to put in a nutshell, and when he found it, it had the character of a mystical revelation rather than a logical inference from his preceding thought. This did not surprise him, for he had always maintained that "all true rationalism ends in mysticism." It occurred to him suddenly while he was making his way through a herd of hippopotamuses upstream on the treacherous Ogoe River near Lambaréne. The basic principle of ethics, he discovered, is summed up in the phrase "reverence for life." "The world is a ghastly drama of will-to-live divided against itself," he wrote afterward. Men, animals and plants live in a deathly competition for survival, struggling against and destroying each other. Ethics demand a resolute stand against this grim process wherever it shows itself. Ethics are "responsibility without limit toward all that lives." The basic distinction between good and evil was simply this: "It is good to maintain and encourage life; it is bad to destroy life or obstruct it."

In applying this idea to the troubles of the contemporary world, Schweitzer becomes more specific: "To everyone, in whatever state of life he finds himself, the ethics of reverence for life do this: they force him without cessation to be concerned at heart with all the

CONTINUED ON PAGE 82





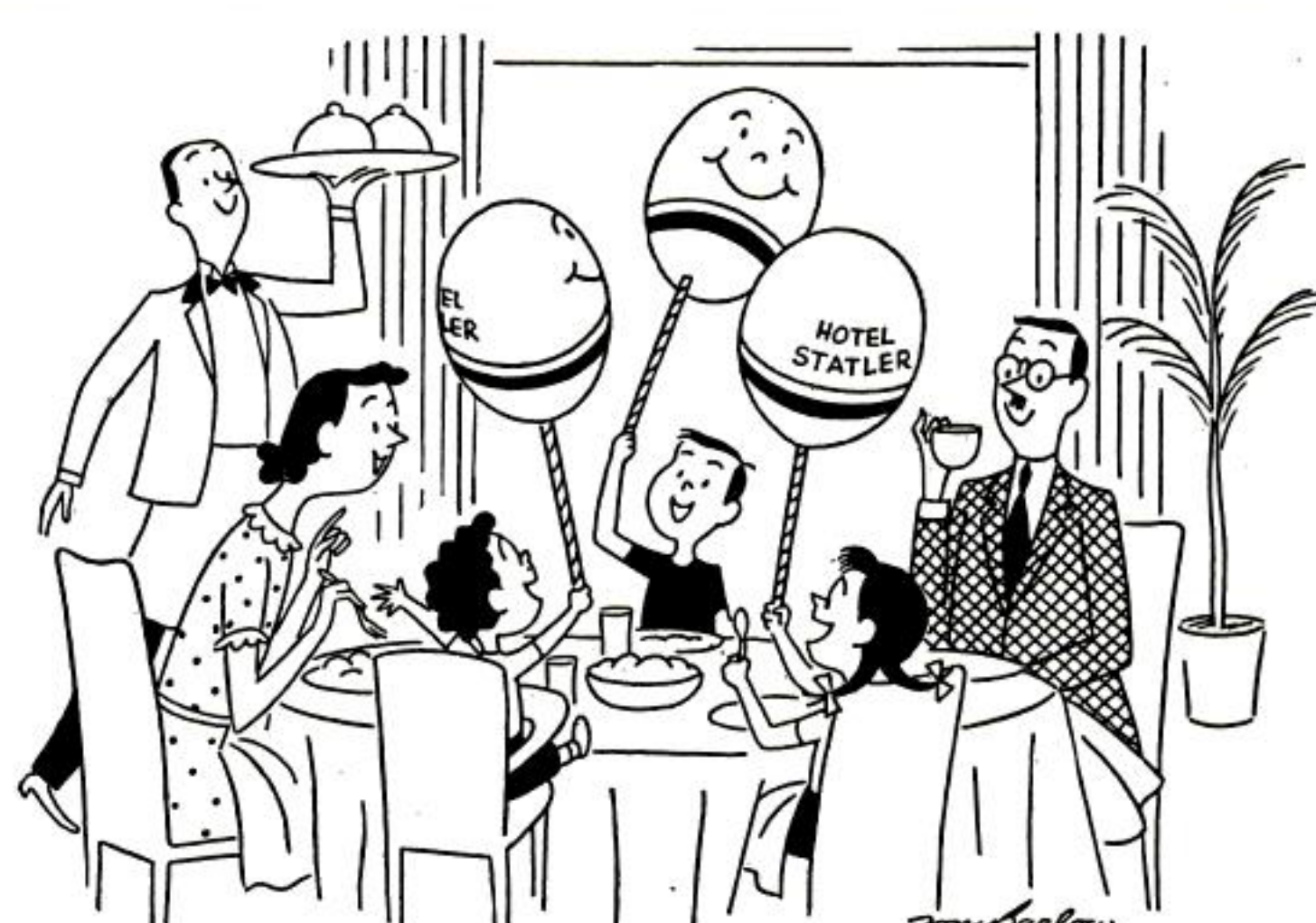
1. Anne and Tim, the touring kids, with Dad and Mom in tow, And baby brother Steven, knew exactly where to go. They always stayed at Statler, for the Statler had, they knew, Some special *tourist services* for kids and parents, too.



2. A friendly Statler "Service Aide" helped out in many ways. She told them where to see the sights and helped them plan their days. She knew the score on shows and such, and where to find the shops, And made them feel so much at home the kids exclaimed: "She's tops!"



3. The Statler had a lot of things the family thought were swell:— Fresh fruit delivered for the kids—a gift from the hotel. The Statler's famous beds for all (a Statler crib for Steve). A sitter for the evening hours so Pop and Mom could leave.



4. Tim cried: "The food at Statler's YUM!" Said Anne, "You mean *delicious*, We liked the *children's menu*, too, the silver and the dishes. And Statler gives us free balloons!" Said Mom, "That isn't all . . . The Statler will fix formulas for babies that are small."



5. When Anne and Tim, Steve, Dad and Mom were ready to depart, The good box lunch they'd ordered was ready for their start. And Statler's Service Aide was there with maps to help them through. (When next you take a family trip, *won't you try Statler, too?*)



STATLER HOTELS: NEW YORK (FORMERLY HOTEL PENNSYLVANIA)  
BOSTON • BUFFALO • CLEVELAND  
DETROIT • ST. LOUIS • WASHINGTON  
STATLER OPERATED HOTEL WILLIAM PENN • PITTSBURGH



**The champ will bite and box and butt—  
He trains on Welch's Cocoanut!**



People from coast to coast say that this is their favorite candy bar because they like its fresh cocoanut flavor and the wonderful way the chocolate coating blends with its rich creamy center. If you have never eaten one of these bars, we hope you will try one soon, and we are certain you will enjoy it.



We say it's...  
**"The World's  
Best  
Cocoanut  
Candy"**

**AMERICA'S GREATEST BLOUSE VALUE!**



*The New* **LIFE** BLOUSE  
*Laura Mae*

Washes like a hanky!

Fine Sanforized\*, mercerized and combed broadcloth... lovely double stitching throughout... convertible collar... double yoke... full 23 inch length! All for \$1.98!

**\$1.98**

every-  
where

Color & Shrinkage Guaranteed or money back! \*1% residual shrinkage

AVAILABLE IN STORES THROUGHOUT THE COUNTRY or Write to

*M. Serman & Co.*

1225 Broadway, New York 1, N. Y.

**The Magnificent**  
**NEW EVANS**



**\$5.00**  
Tax Free

**KENMORE**

Look for the Red Seal... an exclusive feature found in all new Evans lighters.



Fuel control... prevents fluid evaporation, overflow... gives instant light always.

TO POCKET WITH PRIDE — EVANS CIGARETTE CASE AND FULLY AUTOMATIC LIGHTER UNIT. OTHER MODELS TO \$10

**Evans**  
... AMERICA'S BEST

EVANS CASE CO. ... No. Attleboro, Mass.  
CREATORS OF FITTED HANDBAGS AND POWDER BOXES

**SCHWEITZER** CONTINUED

human destinies which are going through their life course around him, and to give himself, as man, to the man who needs a fellow man. They will not allow the scholar to live only for his learning, even if his learning makes him very useful, nor the artist to live only for his art, even if by means of it he gives something to many. They do not allow the very busy man to think that with his professional activities he has fulfilled every demand upon him. They demand from all that they devote a portion of this life to their fellows. In what way and to what extent this is prescribed for him, the individual must gather from the thoughts which arise in him and from the destinies among which his life moves."

In the field of practical politics Schweitzer's answer was at once simple and difficult. Politics are inseparable from morals, and morals are basically a matter of the behavior of the individual man toward his fellow men. There is no solution to be found in altering or tinkering with the vast impersonal institutions and organizations in which most contemporary men place their political faith. These institutions and organizations are, in fact, the enemies of the individual, for they destroy his capacity for the sort of humanitarian thought on which progress in civilization depends. "From the most insignificant man who is engaged in the smallest business," says Schweitzer, "right up to the political ruler who holds in his hands the decision for peace or war, we act too much as men who in any given case can prepare without effort to be no longer men, but merely the executives of general interests."

Humanitarianism to Schweitzer has nothing to do with the utopian plans for social progress with which economic thinkers propose to save mankind. A civilized future can have nothing to do with the machinelike state envisioned by contemporary Marxists and satirized by such contemporary writers as George Orwell and Aldous Huxley. On the contrary, humanitarianism, says Schweitzer, "consists in never sacrificing a human being to a purpose." A civilization that fails to give human personality its due, or that rates other things above human personality, is doomed. "The final decision as to what the future of a society shall be depends not on how near its organization is to perfection, but on the degree of worthiness in its individual members."

These basic ideas—1) the ethical character of civilization, 2) the definition of ethics as "reverence for life," 3) the application of this ethical principle to social and political life, 4) the consequent freeing of the thinking individual from the superstition of mass ideas and the fostering in him of the reverence for human personality that characterized the rational Christian thinking of the 18th Century—are the main ingredients of Albert Schweitzer's recipe for the preservation of Western man's way of life. In his quiet earnest voice he reiterated them at Aspen last week. "The great conflict of our times," said he, "is personality versus collectivism. In our times the spirit of Hegel and the spirit of Goethe are fighting everywhere. Collectivism in its various forms has deprived the individual of his individuality. All the troubles of the world come from this. The task immediately before us is to safeguard the integrity of the individual within the modern state. I have great confidence," he added, "in the incalculable forces of the spirit. The future depends on them. If these spiritual forces are brought into play, the world's future will be improved."



**HOMEcoming** last December reunited the Schweitzers with their daughter, Mrs. Rhenia Eckert, and her four children. Mrs. Schweitzer, an Alsatian girl, studied nursing while her husband took his medical degree, then accompanied him to the African medical mission which became their joint lifework.



*With a flick of your finger...* the Dial-a-Wave ends guesswork in your home permanent



Her Rayve Wave Number is 14. Find yours on the Dial-a-Wave... easy as dialing your radio! It's the sure way to get the kind of wave you want... for your kind of hair.

Only **Rayve**—the new **HOME PERMANENT** has the **Dial-a-Wave** that personalizes your wave!



**\$1** RAYVE REFILL KIT  
**\$2** COMPLETE RAYVE KIT with 60 improved "Easy-wind" curlers

Both kits contain the Dial-a-Wave

**AND RAYVE IS FASTER... GENTLER... EASIER!**

A TWIST OF THE DIAL instantly assures you of really professional-looking results. Your Rayve Wave Number shows you in a flash how to get the amount of wave you want... for your type of hair. Everything about Rayve is simpler, better. No turban to wear... and picture-booklet directions are so easy to follow!

WAVING TIMES ARE UP TO TWICE AS FAST as ordinary home permanents. Yet the improved creme formula makes this speedier waving action noticeably gentler. You can use Rayve with confidence. It's a Pepsodent product, accepted for advertising in the publications of the American Medical Association.

LONG-LASTING—YET SOFTER, MORE NATURAL—No fuzzy ends, no frizz with this personalized cold wave. Even on the first day your hair feels satin-soft... looks and acts as if you'd been born with natural curls. If you already have any kind of plastic curlers, all you need is a Rayve Refill for a perfect Rayve wave.

FROM THE FAMOUS PEPSODENT LABORATORIES



KEEP COOL!

# "fresh up" with Seven-Up!



## BE A "FRESH UP" FAMILY!

The heat doesn't bother Jimmy and Susie. They're up to their tummies in a cool pool—and best of all, enjoying chilled, sparkling 7-Up. Mom and Dad just naturally follow suit, too, because 7-Up is the *all-family* drink. Crystal-clear 7-Up is so pure . . . so good . . . so wholesome for *everyone*—satisfies summer thirst with its fresh, bright flavor and crystal-clear goodness.

Make *your* crew a "fresh up" family. Let this friendly drink add to *your* happy home hours. You'll find every family activity is more congenial—more enjoyable—with cheerful 7-Up for *one and all*. Order a case today wherever you see those eye-catching 7-Up signs.



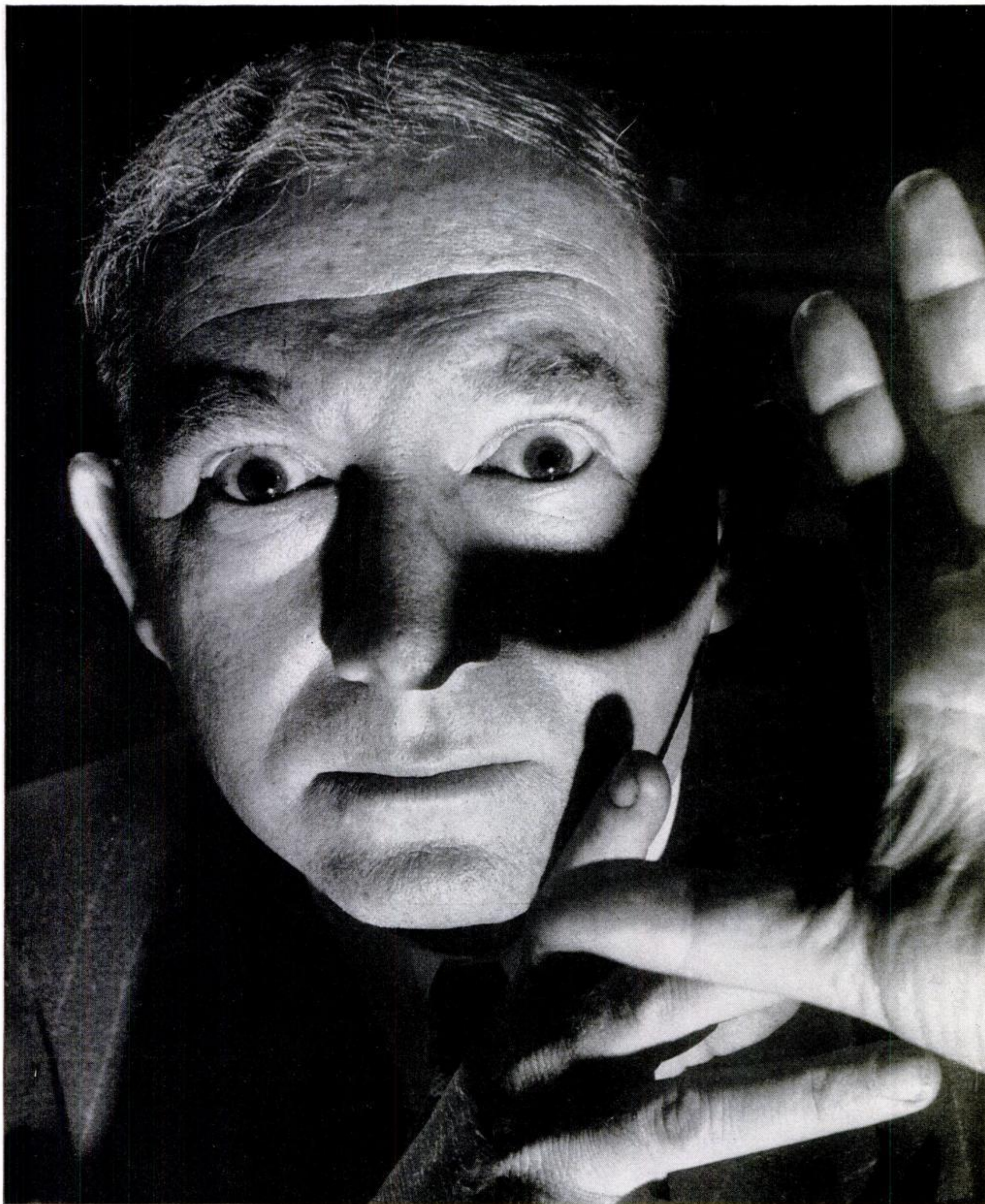
*You like it... it likes you!*



Copyright 1949 by  
The Seven-Up Company

Copyrighted material





DR. FRANZ POLGAR USES A WIDE-EYED COMPELLING STARE TO PUT HIS SUBJECTS TO SLEEP. HE ALSO WAVES HIS HANDS, SNAPS HIS FINGERS

## HE HAS HYPNOTIZED A MILLION PEOPLE

The wide-open, green-gray eyes staring out of the picture above are those of Dr. Franz J. Polgar, one of the country's leading hypnotists. Since coming to the U.S. 16 years ago, Polgar figures he has put more than a million people to sleep, usually with their willing assistance. Polgar is no medical man; the "Dr." represents

degrees of doctor of psychology and doctor of economics acquired in his native Hungary. Nevertheless he is convinced hypnosis has many beneficial uses in medical science and is campaigning for its wider application in psychiatry and surgery. Two years ago, when Mrs. Polgar gave birth to her second child, Polgar success-

fully substituted hypnosis for an anesthetic. To increase understanding of his specialty, Polgar puts on demonstrations of the art to about 300 audiences a year. Younger people are his best subjects. New Yorkers are most difficult. To see how Franklin and Marshall College students responded to a recent performance, turn the page.





AT FRANKLIN AND MARSHALL COLLEGE, LANCASTER, PA., POLGAR HANDS WATER TO FIVE HYPNOTIZED STUDENTS, TELLS THEM IT IS STRONG CHAMPAGNE



**"YOU ARE HITLER,"** announces Polgar. Student George Shallcross salutes.



**"YOU ARE SINATRA."** Shallcross reaches for nonexistent mike and sings.



**"YOU ARE CLARK GABLE."** Student assumes virile, hard-to-get stance.



**"YOU ARE FAIRBANKS."** Shallcross then goes into his best fencing position.





THIS IS WHAT THE "CHAMPAGNE" PRODUCED: A STATE OF ARTIFICIAL BUT UTTER INTOXICATION. ONE HAPPY AFTERMATH OF THE EPISODE: NO HANGOVERS



"IT IS VERY WARM," suggests Polgar. George pulls at clothing, mops face.



"NOW IT'S GETTING COLD," and Shallcross turns up collar of his sweater.



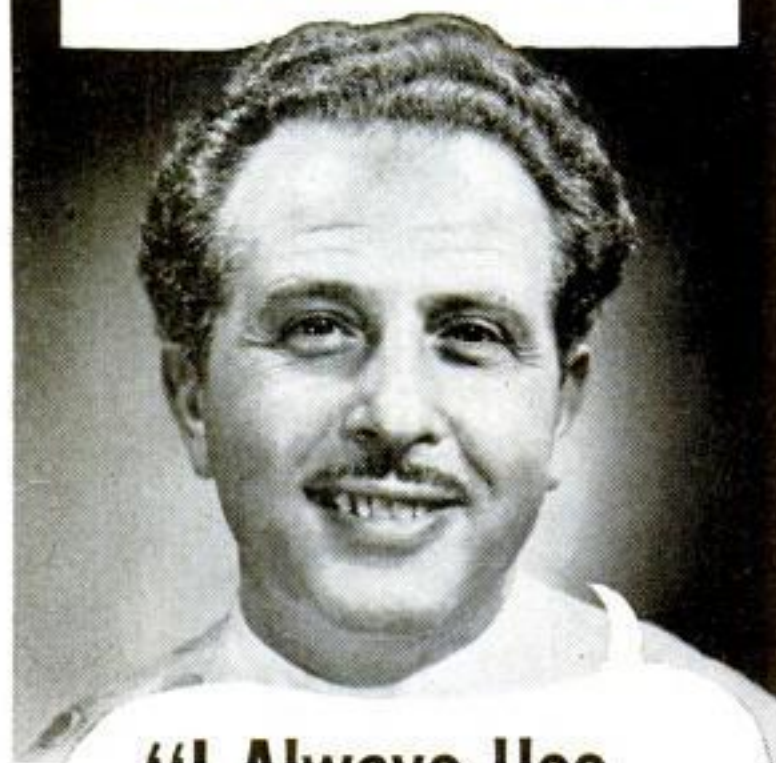
"IT IS MUCH COLDER." Student shivers and slumps down into sweater.



"IT'S VERY COLD INDEED!" Shallcross pulls sweater right up over his head.



**KILL  
DANDRUFF**  
germs\* the way  
so many  
**BARBERS do!**



**"I Always Use  
Fitch Ideal Hair  
Tonic Myself  
Because It Kills  
Dandruff Germs\*  
On Contact"**

*says Emanuel Videtta,  
Asst. Mgr., Terminal Barber Shop  
Savoy Plaza Hotel, New York*

Barbers know best about how to treat scaly dandruff. And all over America, for 50 years, barbers have been singing the praises of Fitch Ideal Hair Tonic! They use it on their own hair. Report most of their customers insist on Fitch Ideal too. Here's why:

**Fitch Ideal Hair Tonic**, with massage, not only removes loose dandruff but actually kills dandruff germs\* on contact! Also relieves dry scalp.

**So take a tip from experts.** Do as barbers do—use Fitch Ideal Hair Tonic every day! See how completely flaky dandruff disappears, how clean your scalp feels, how handsome and neat your hair looks! Ask your druggist, or barber today, for Fitch Ideal. Never leaves hair sticky or greasy. Money back guaranteed if Fitch Ideal doesn't relieve your dandruff at once!

*\*Pityrosporum Ovale, recognized by many authorities as cause of infectious dandruff.*

**DO AS  
BARBERS DO—  
USE Fitch  
IDEAL HAIR TONIC**

## Hypnotist CONTINUED



**POSTHYPNOTIC SUGGESTION** is demonstrated by Student Jack Haas. While in a trance Haas was told by Polgar that College Dean J. S. Barr (right) would not be visible to him until he heard the word "psychology" spoken in conversation. Here Haas is awake, actually bumps into dean but cannot see him.



**POLGAR PUTS HIS OWN HAT** on the dean's head. Haas, who still cannot see Barr, is considerably puzzled by weird sight of headgear floating in mid-air.



**HAAS PICKS UP THE HAT** and looks under it quizzically. When he finds that there apparently is nothing holding it up he is more mystified than ever.



**THE MAGIC WORD "PSYCHOLOGY"** is uttered by Polgar, and after brief uncertainty Haas emerges from posthypnotic state, recognizes the dean.

**alone...**  
because  
she doesn't know



**LOVE** can be lost... romance ruined if you offend with perspiration odor. So stop it before it starts!

**DRYAD**—Jergens new kind of deodorant actually stops the decaying action of bacteria...the chief cause of embarrassing perspiration odor...before it starts!

Its complete deodorizing action keeps you sweet to love and adore.

**APPROVED** by leading skin specialists. Harmless to clothes.

**SMOOTH** as face cream as long as it lasts. 10¢, 29¢, 59¢.

**Dryad**  
stops perspiration odor  
before it starts



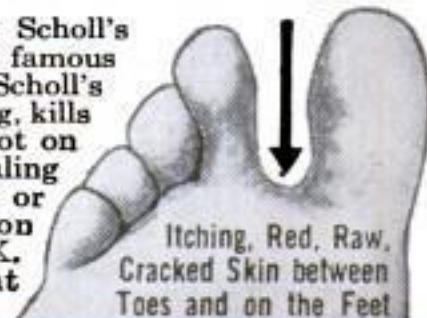
**ADVERTISED IN LIFE** ... means news of famous products... to 26,000,000 LIFE readers each week

**TOOTHACHE?**  
Toothache often strikes suddenly. Quick temporary relief with Dent's Tooth Gum, Dent's Tooth Drops, Dent's Dental Poultice. If pain persists "Since 1888" see your dentist. Get Dent's at all drug stores.

**DENT'S** TOOTH GUM TOOTH DROPS DENTAL POULTICE

**ATHLETE'S FOOT**  
Dr. Scholl's Fast Relief and Healing Aid!

Don't wait! Get Dr. Scholl's **SOLVEX** today! This famous prescription of Dr. Scholl's quickly relieves itching, kills fungi of Athlete's Foot on contact, aids rapid healing of red, raw, cracked or peeling skin. Insist on Dr. Scholl's **SOLVEX**. In Liquid, Ointment or Powder form.



**Dr. Scholl's SOLVEX**

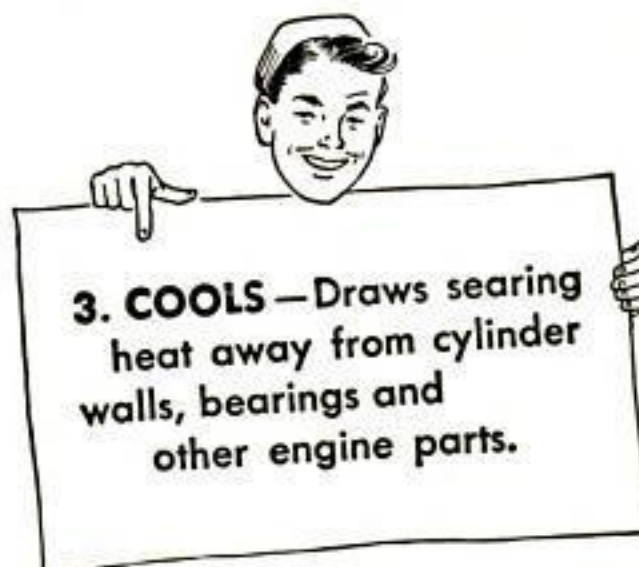
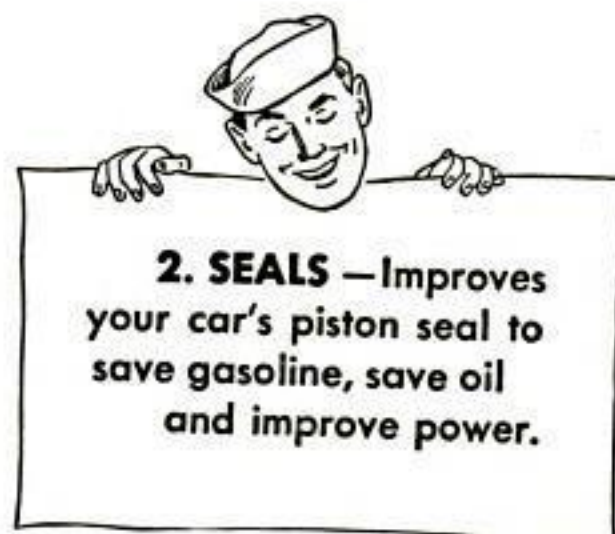


## 4-WAY PROTECTION



## WHAT HAVE THESE TO DO WITH

Just as these four sailors pictured above offer 4-Way Protection to the seagoing girl, Premium Sinclair Opaline Motor Oil gives 4-Way Protection to the motor of your car.



PREMIUM  
**SINCLAIR OPALINE MOTOR OIL**  
REG. U.S. PAT. OFF.

SUPER-REFINED BY THE PHETONE PROCESS



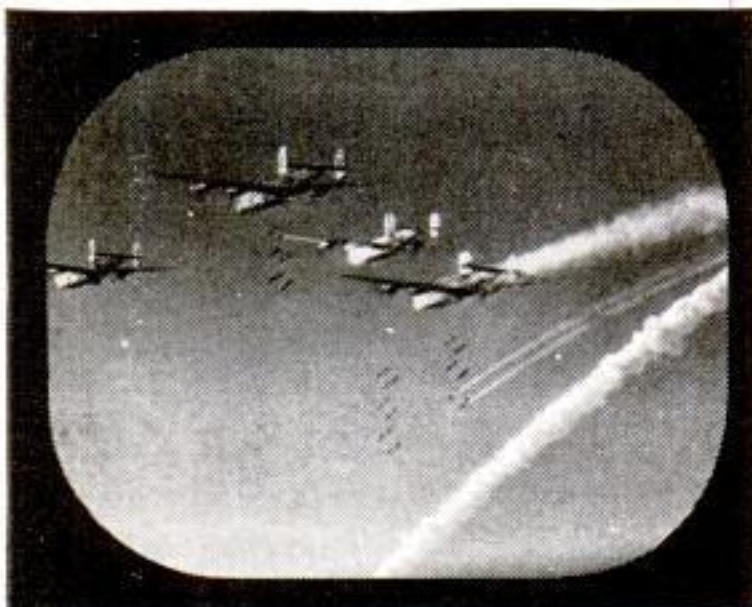


## ON TELEVISION

Thursday, July 28th\*

**General  
EISENHOWER'S  
"CRUSADE in  
EUROPE"**

**Chapter No. 13  
"PREPARATION  
FOR INVASION"**



Germans strengthen coastal defenses... GI's reach fighting peak... Allies gain air supremacy... Invasion postponed... tense drama as D-Day is set.

Showing on ABC network  
in the following cities...

ATLANTA	MIAMI
BALTIMORE	MILWAUKEE
BOSTON	MINNEAPOLIS
BUFFALO	NEW HAVEN
CHICAGO	NEW ORLEANS
CINCINNATI	NEW YORK
CLEVELAND	PHILADELPHIA
COLUMBUS	PITTSBURGH
DAYTON	RICHMOND
DETROIT	ST. LOUIS
ERIE	SALT LAKE CITY
FORT WORTH	SAN FRANCISCO
HOUSTON	SCHENECTADY
LOS ANGELES	SEATTLE
LOUISVILLE	SYRACUSE
MEMPHIS	TOLEDO
	WASHINGTON

\*On different evenings in some cities.  
See your newspaper for evening and time.

**LIFE & TIME**  
The Weekly Newsmagazine  
**TELEVISION PRESENTATION**

Hypnotist CONTINUED

## WHAT IS HYPNOSIS?

For thousands of years it has been known that certain people have had the power to put others into trances and make them do strange things simply by staring at them and talking to them. This unearthly talent, the "evil eye" of antiquity, has been the chief stock in trade of generations of witch doctors and sorcerers who were glad to preserve the aura of ignorance and fear which surrounded it. No one understood it. It remained for an 18th Century Viennese physician named Anton Mesmer to stumble over the fact that hypnotic powers might be used in the art of healing. In Mesmer's time scientific methods were beginning to take hold. Everywhere there was excited talk of electricity and magnetism, and Mesmer himself believed that an invisible magnetic fluid flowed through all living things. In strong bodies the fluid was abundant, in weak ones, lacking. Mesmer said this magnetic fluid could be passed from one body to another by grasping iron bars, and he improved a number of patients by handing them bars and telling them how much better they felt. He was practicing hypnotism without knowing it, but unfortunately his "cures" were not permanent. He allegedly relieved Maria Paradies, a young pianist, of hysterical blindness.



**MESMER** (1733-1815) hypnotized his patients without even realizing it.

Her parents would not let her continue the treatments, and when she was examined by other doctors and found to be sightless he was run out of town. He moved to Paris and practiced there, only to fall afoul of an investigating committee which included Benjamin Franklin. Hounded out of France, he died discredited in Switzerland in 1815.

But Mesmer's experiments were not entirely forgotten. He left behind him a devoted pupil, the Marquis de Puységur, who discovered he could put a shepherd boy to sleep and that in this condition the boy would follow commands. In England in the 1840s a doctor named James Braid, coining the term hypnosis for the first time (from the Greek *hypnos*, sleep), began experimenting with it as a substitute for anesthetics in surgery. Others, preoccupied with the problem of ferreting out the causes of nervous and mental disorders, became more and more interested in it. In 1889 a young doctor named Sigmund Freud took some lessons in hypnotism. He had heard of a woman who, when hypnotized, talked with great eagerness about the origins of her hysterical condition. It occurred to Freud that hypnosis might give him a key to unlocking the subconscious minds of his patients. If they could only be induced to reveal their unspoken fears, their neuroses could be treated. Freud's early experiments with hypnosis were fairly successful, but two things bothered him. Many of his patients resisted hypnosis completely. Also he discovered that the relationship between hypnotist and subject was authoritarian rather than trusting. Nervous disorders which were ordered out of existence by a hypnotist had a way of returning after a while. So Freud abandoned the technique and began to turn toward the interpretation of dreams and the long conversations which eventually formed the basis of his method of psychoanalysis.

So great became Freud's influence in the field that when he abandoned hypnosis, it fell into disrepute. There it languished, little used, except as a parlor stunt, until World War II. But by 1942 the demands and strains of battle had produced a whole new set of problems, and hypnosis was again resorted to in an effort to solve them. In some instances flying cadets plagued with chronic airsickness were treated successfully with hypnosis. Under the direction of Dr. M. Ralph Kaufman now of New York's Mount Sinai Hospital and Colonel Oscar B. Markey of the Tenth Army, a psychiatric team was set up during the Okinawa campaign. Nervous casualties were returned to duty in considerable numbers, aided by hypnosis. But Kaufman, like most other psychiatrists, regards these as emergency measures. They agree with Freud that hypnosis has little place in the delicate field of psychoanalysis, and go so far as to say that it is positively dangerous. Despite this, hypnosis today is a widely recognized phenomenon with a definite place in modern medicine. Dr. Kaufman himself not long ago resorted to it to save the life of a man virtually dying of an asthmatic seizure. Dentists in North Dakota now use hypnosis to relieve pain. Many doctors and lay hypnotists like Franz Polgar can handle it effectively, and know a great deal about what it can do. But nothing is known about how it relieves pain. In that respect science is as much at sea as Mesmer was.

**SPIEGEL** SINCE 1865

**NEW**



1949 FALL AND WINTER CATALOG

### GET YOUR COPY NOW

Shop from the Spiegel Catalog and enjoy the advantages of shopping in a big department store. 712 PAGES packed with thousands of items for home and family. Every item accurately pictured and described and priced low to save you money. SHOP WITH CONFIDENCE! Every purchase is backed by our pledge of SATISFACTION GUARANTEED Or Your Money Back.

PIN A DOLLAR TO THE COUPON! We'll send your copy of the Catalog and a Dollar Merchandise Certificate good on any Spiegel Mail Order of \$10 or more.

**PIN A DOLLAR TO THE COUPON**  
Get Your Catalog and \$1 Certificate

Spiegel, Inc., Chicago 9, Ill.—I am enclosing a DOLLAR DEPOSIT for the new Spiegel Catalog and my Dollar Certificate.

Name .....

Address .....

Town, State ..... R20-44

ADVERTISED IN **LIFE** ... means news of famous products ... to 26,000,000 LIFE readers each week

"Fleas Don't  
Bother Me  
I'm Dusted with  
**PULVEX DDT**"



**PULVEX** ... KILLS FLEAS  
FLEA POWDER ... KEEPS 'EM OFF

**ACID  
INDIGESTION  
Heartburn**  
Keep you from  
*Sleeping?*  
Tums give sweet  
relief almost instantly  
**TUMS**  
for the tummy



10¢

Handy Roll

3-roll package, 25¢





# "From SAN ANTONIO to YELLOWSTONE... my B-W Overdrive has proved itself!"

Says J. STUART PEARCE, JR., of Texas

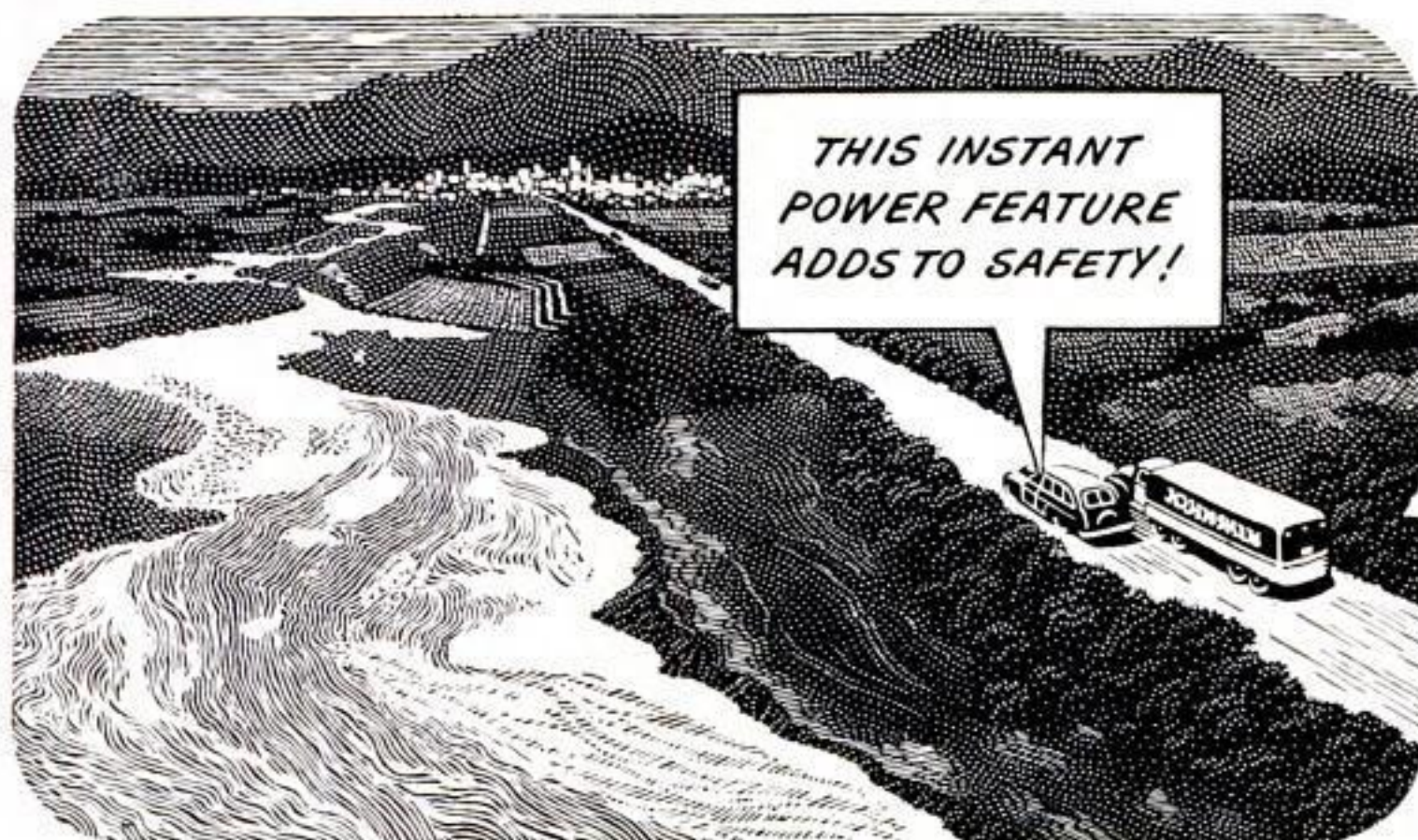
• Headmaster of San Antonio Academy, Associate Director of "Camp Trails," boys' camp organization, Mr. Pearce is on the go the year around. Indispensable is his overdrive-equipped station wagon, usually filled with active youngsters. His enthusiasm for overdrive is based on experience. An advance-type transmission, automatic overdrive provides extra gear ratios... gives desired speeds with less engine effort. Made by B-W's Warner Gear Division, it is offered on 10 makes of cars.



"Going through town, when traffic is heavy, I just stay in second. That's possible because overdrive shifts in another, *faster* second whenever more speed is required. Slowing down cuts in regular second again. Actually, I don't touch the clutch pedal except at full stops. Overdrive does the work."



"My 5000-mile Yellowstone trip with the boys this year has been the best yet since 1939. Overdrive makes a real difference. The way it cuts down engine revolutions 30% practically eliminates tiring motor vibrations. Riding is smoother and quieter. Driving 50, for instance, the engine does only 35. That saves gas, too."



"There's no delay in passing. A quick push on the accelerator—overdrive flicks in direct drive and I'm out ahead. My overdrive is paying for itself in actual savings. But even if it weren't, I'd want it for the pleasure and comfort it adds to driving."

Over 2 million owners prove it pays to have B-W Overdrive

- Boosts gas mileage—up to 30%
- Cuts fatiguing engine vibrations in half
- Makes driving more fun—anywhere
- Delivers full emergency power instantly
- Saves engine wear and repair
- Keeps a car young longer
- Driver's choice "on" and "off" dash control



ALMOST EVERY AMERICAN BENEFITS  
EVERY DAY FROM THE 185 PRODUCTS MADE BY

## BORG-WARNER

19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHIEBLER CARBURETOR MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • NORGE MACHINE PRODUCTS • PESCO PRODUCTS • ROCKFORD CLUTCH SPRING DIVISION • SUPERIOR SHEET STEEL • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.





Quality ✓  
Style ✓  
Price ✓

You Get All 3 in



## SUN GLASSES

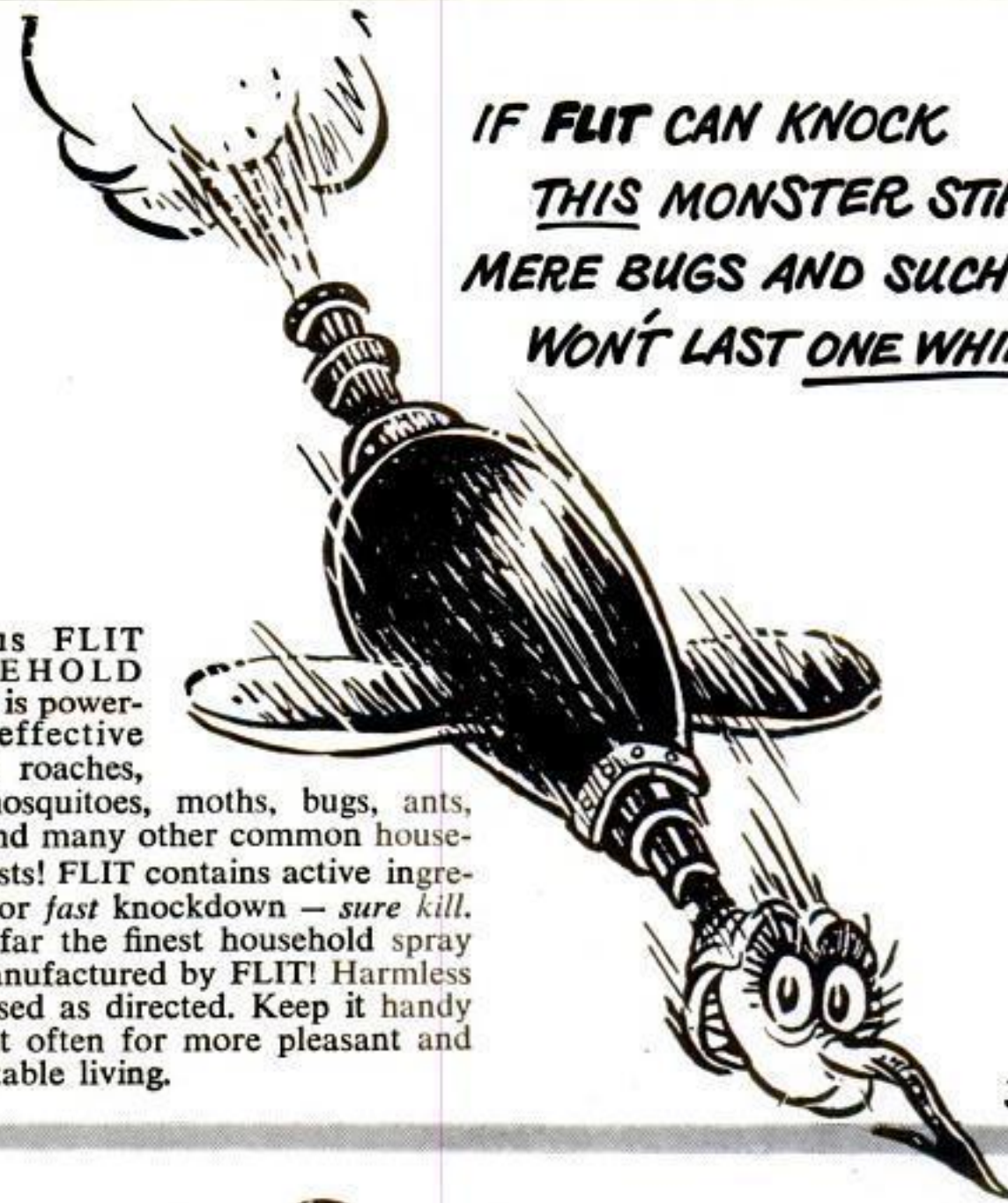
Safety-checked, "contour-styled", comfort-designed—Columbia Sun Glasses are priced to give you America's greatest sun glass value. Look for Columbia Sun Glasses featured on the famous "Sea Shell" display and on Columbia panel cards everywhere.



### New Safety and Comfort! COLUMBIA NIGHT GLASSES

Scientific lens discovery makes night driving safer—eliminates "headlight fatigue". Brings new television enjoyment, too, by cutting glare. Amazing for night outdoor sports. Optically ground and polished 6-base scientific lens.

COLUMBIA PROTEKTOSITE CO., INC., Carlstadt, N. J.  
One of America's Leading  
Manufacturers of Sun Glasses, Combs, Toys, Housewares



IF FLIT CAN KNOCK  
THIS MONSTER STIFF  
MERE BUGS AND SUCH  
WON'T LAST ONE WHIFF!

Famous FLIT HOUSEHOLD SPRAY is powerfully effective against roaches, flies, mosquitoes, moths, bugs, ants, gnats and many other common household pests! FLIT contains active ingredients for fast knockdown — sure kill. It's by far the finest household spray ever manufactured by FLIT! Harmless when used as directed. Keep it handy — use it often for more pleasant and comfortable living.

Dr. Seuss



QUICK, HENRY, THE

SAY IT!  
SPRAY IT!  
SLAY IT!

# FLIT

BUY LOW COST FLIT TODAY!

Copr. 1949, by Penola Inc.



GIRLS CARRY PLASTIC BOATS FROM SURF. IN BOW OF EACH ARE VALVES

## BEACH BOATS

A little healthy lung power converts 5-pound plastic parcels into 6-foot, two-man dinghies



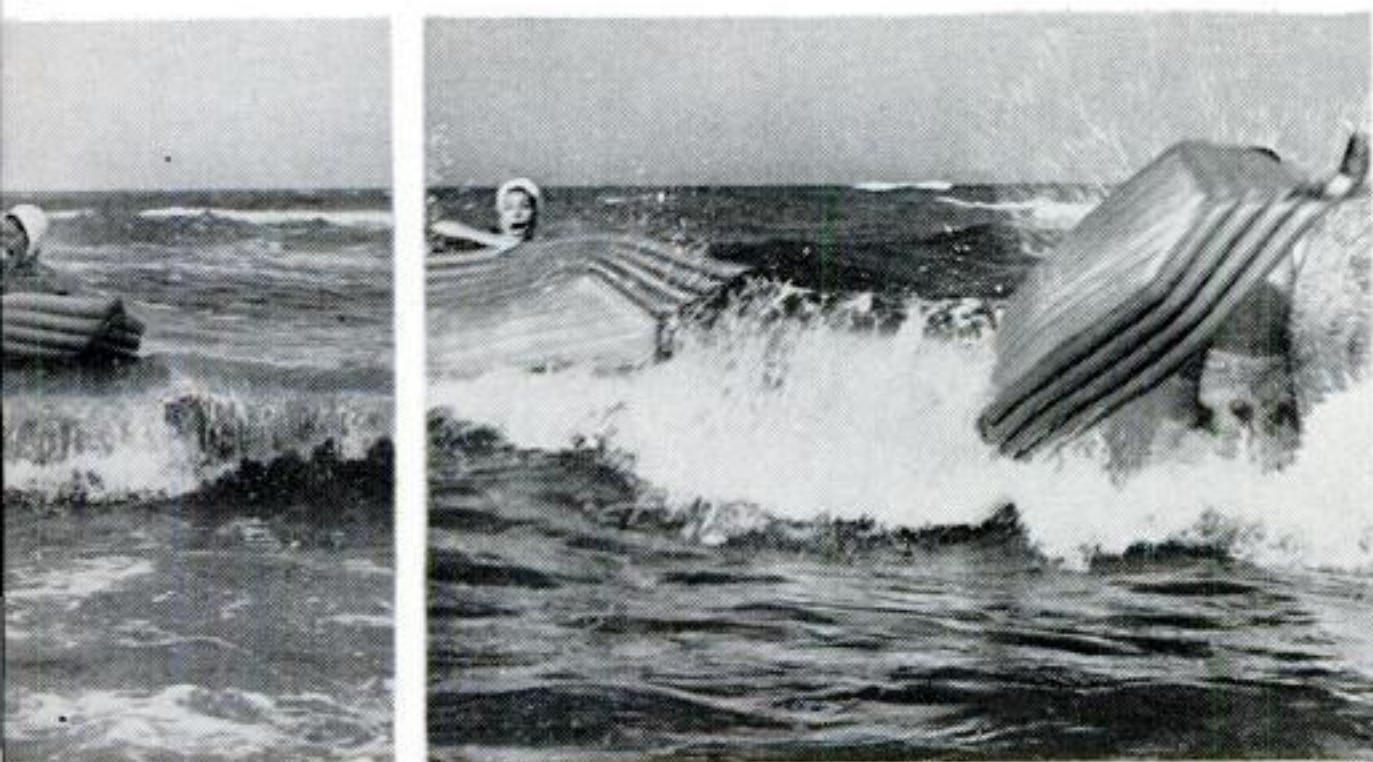
BIL-BOAT SURFBOARDING has lots of spills. Air-filled boats ride high in the water and are light enough to be pushed by very small waves. Here Bill





FOR INFLATING BOTTOM AND THE FOUR TUBES WHICH MAKE UP HULL

The flyweight, plastic dinghies shown here and on the cover are fast becoming a full-blown summer fad. Carried to the shore deflated and folded to beach-bag size, they can be inflated to full length with a bicycle pump or a few strong puffs of breath. Once firmly blown up, the dinghies—called Bil-Boats because they are made by the Bilnor Corporation—become tricky surfboards (*below*) or rafts for sun-bathers. On smoother water they can be towed by motor boats for aquaplaning or equipped with light outboard motors. Introduced in April, some 35,000 Bil-Boats have been sold at \$25 to people all over the world, among them an African missionary who plans to Bil-Boat to his parishioners.



Hatfield and Martha Mitchell waded into the Florida surf (*left*), then start toward the shore as Bill gets doused. Both get dumped (*right*) as the wave breaks.



## Time to "Summer-Proof" your Oil filter



**OIL FILTERS WORK OVERTIME IN SUMMER.** Long trips pile up extra mileage, speed the formation of sludge. Dusty roads load your oil stream with engine-wrecking abrasives.



**OUT WITH THAT CLOGGED-UP CARTRIDGE . . .** insert a Purolator Micronic Refill . . . to filter out sludge and abrasives, help check engine wear, forestall an untimely overhaul.



**MICRONIC REFILL IS A MONEY-SAVER.** No other oil filter compares in filtering area, in dirt-absorbing capacity. No other filter keeps your oil so *clean*, your repair bills so low.



**QUICK CHANGE, SMALL-CHANGE JOB.** Takes only a few minutes to insert a clean new Purolator Micronic Refill. Costs only \$1.38 to \$2.50 (depending on make of car).

**Make your next oil change complete . . . new oil and a new Micronic refill.** Next time you drive into your car dealer's, your garage or service station, have your oil filter checked. If it's choked up with sludge and grit, insert a new Purolator Micronic Refill . . . the filter that traps *all* the engine-wrecking sludge and abrasives! (Purolator Refills fit almost any make of oil filter.)

If your car is *not* equipped with an oil filter, you can keep your engine safer, your repair bills lower, by putting on a Purolator. \$6.50, or a bit more, depending on make of car . . . Purolator Products, Inc., Newark 2, N. J., and Windsor, Ontario, Canada.



**MICRONIC OIL FILTER**

*Clean oil = a clean engine =  
lower repair bills*



You feel dressed right for the job  
when you wear . . .

## Dickie's SHIRTS & PANTS



### Wear-N-Forced and Fit Perfected

Men who have worn Dickie's work shirts and pants prefer them 8 to 1 over other brands.

Dickie's pants are made for extra comfort and service with Sanforized waistband linings and Sanforized foot-deep pockets of heavy boatsail drill.

Dickie's matched shirts and pants are made from selected work clothing fabrics, including famous Army Twill in Army Tan, Silver Gray and Forest Green colors.

You save money when you buy  
Dickie's quality.

ASK AT YOUR STORE FOR DICKIE'S SHIRTS & PANTS  
Or write for the name of your nearest Dickie's dealer.

## WILLIAMSON-DICKIE MFG., CO.

FORT WORTH

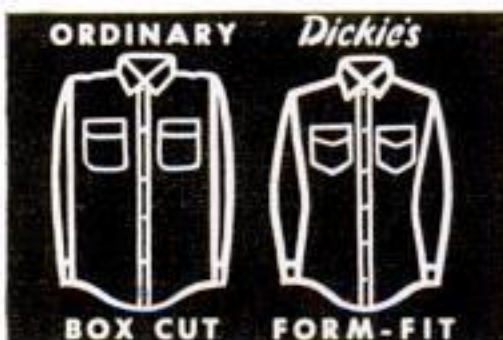
NEW YORK

LOS ANGELES



### BUILT FOR YOUR BUILD

Dickie's shirts are made in three sleeve and three tail lengths for every collar size. Dickie's pants are cut on graduated patterns in correct proportions to waist size and leg length. Tall, medium or short you'll find a suit of Dickie's that fits right.



### FIT-PERFECTED COMFORT

Shoulders of Dickie's shirts are cut with natural fitting 15 degree slope. Chest is roomy and waist has smooth, wrinkle-free fit at belt line.

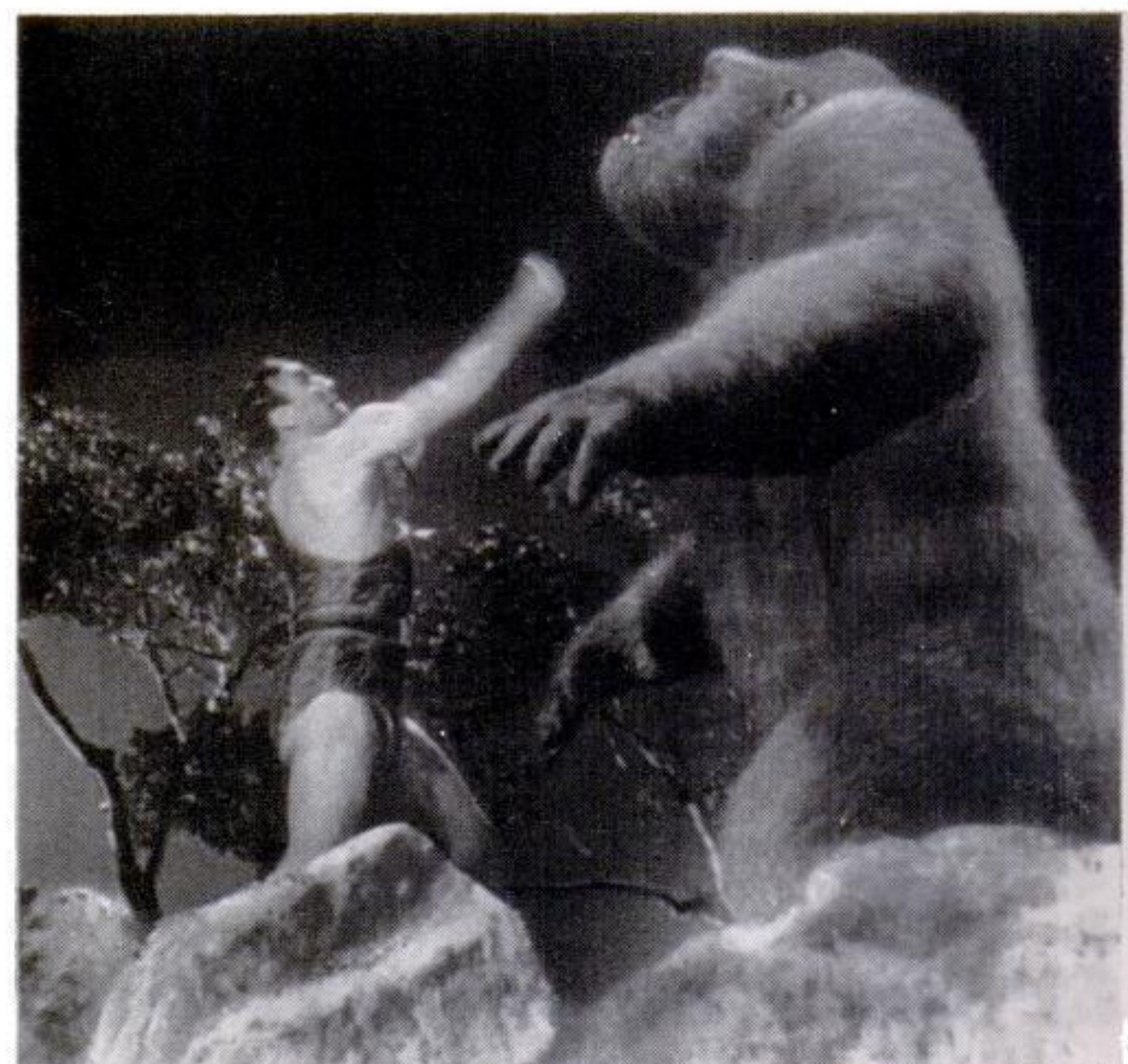


### EASY-ALTER OUTLET

Patented feature that makes it quick and easy to let out waist and seat 1½ inches. No stitching required.



TO HELP STAGE A TUG OF WAR WITH THE GORILLA (OUT OF SIGHT AT



GENTLE JOE, working in Hollywood nightclub act, boxes with Primo Carnera, whose punches bounce harmlessly off. Joe is too polite to punch back.





RIGHT), HOLLYWOOD ROUNDED UP 10 AGING MUSCLE MEN, INCLUDING (LEFT TO RIGHT) PRIMO CARNERA, PHIL OLAFSSON ("SWEDISH ANGEL") AND MAN MOUNTAIN DEAN

## KING KONG'S SUCCESSOR

A docile monster named Joe Young is Gorilla of the Year

The African wilds, which 16 years ago inspired movie-makers Merian Cooper and Ernest Schoedsack to create King Kong, have now impelled the same team to dream up another wondrous beast, a gorilla named Joe Young. They have starred him in *Mighty Joe Young*, which is only slightly more fantastic than Producer Cooper's own career. Cooper, an adventurer and world traveler, once narrowly escaped death when his ship was blown aground off Arabia. As a U.S. pilot in World War I, he was shot down by Germans and badly burned. Captured by Russians in the Russo-Polish war, he escaped by walking 160 miles to Latvia. Then he took up the making of documentary films, hit the jackpot with *Grass and Chang*. By 1933 he had shifted to fantasy with *King Kong*.

The loutish Kong earned close to \$3 million by scaring his fans, but Joe Young will probably do even better by being a darned nice fellow. Seemingly over 10 feet high, Joe adores his pretty owner who calms his nerves by singing *Beautiful Dreamer*. In a diverting hodgepodge of hokum and satire, Joe is trapped by cowboys, exploited in Hollywood and caught up in enough stampedes and riots to make him yearn for his peaceful African jungle. Obviously neither jungle nor zoo ever saw the like of Joe. By what combination of trick photography and fur-covered aluminum scale models Joe was created, Cooper coyly refuses to say.



**BRAVE JOE**, shown in this sensational lobby poster, defies blistering flames to climb a tree and rescue a helpless little moppet from a burning orphanage.



## THINKING ABOUT A NEW REFRIGERATOR?



When you go shopping for that new refrigerator be sure to see the *only* kind that is *air-conditioned* for *complete* food protection—the beautiful modern *ice* refrigerator.

This amazing refrigerator gives foods all *three* scientific essentials: constant cold, proper moisture and clean washed air. No rapid drying out of foods, no transfer of flavor from one food to another.

No breakdowns, no noise, no defrosting...and you always have pure, crystal-clear, hard-frozen ice—*genuine* ice—on hand for every cooling need.

Inexpensive to buy! Economical to use! Let your local Ice Company show it to you.



NATIONAL ASSOCIATION OF ICE INDUSTRIES  
1706 L Street, N. W., Washington 6, D. C.



WHILE INSTRUCTOR TOOTLES A PIPE, NAKED PUPILS OF A REVOLUTIONARY NURSERY SCHOOL DANCE ON THE GREEN

## RAW! RAW! SCHOOL!

The London County Council's nursery  
introduces Nude Look into education

By time-hallowed tradition, any recognizable picture of English schoolboys must show a group of young and proper Etonians wearing silk hats and boy-size cutaways. From London last week, however, came pictures (*above and below*) showing that the public will have to expect a new view of education under a Labor government. In Surrey the London County Council's nursery school's 65 pupils cavorted in the nude. Sunshine on the skin is better, authorities explained, than old school ties.



LEADING A BARE HANDFUL OF THE 65 PUPILS IN THE SCHOOL, TEACHER IMITATES PAN WHILE TOTS SOAK UP SUNSHINE



We asked thousands of people, from coast to coast, and found out just what you'd expect:

*People stick to pre-war quality when they find it!*



All over America... **9 out of 10 Imperial buyers**  
**have bought Imperial before...**  
**and they're buying it again!**



It's good to know... **IMPERIAL**  
is made by Hiram Walker

*91 years at fine whiskey-making makes this whiskey good. 86 proof. Blended Whiskey. The straight whiskeys in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.*





## Lunch Refreshed... Have a Coca-Cola

A picnic's fun! Just find a cool spot, spread the lunch and serve delicious  
ice-cold Coca-Cola. With the picnic cooler,  
it's so convenient. Stack it with Coke, pack it with ice,  
and you can be sure you'll be a refreshing host.

COPYRIGHT 1949, THE COCA-COLA COMPANY

24-Bottle Case **\$1.00** Plus Deposit



Ask for it either way  
... both trade-marks  
mean the same thing.